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FOR IMMEDIATE RELEASE:

RYMAX REAPS BENEFITS AS VALUED PARTNER OF THE NEW JERSEY DEVILS

PINE BROOK, NJ—March 23, 2009—Rymax Marketing Services, Inc., the largest brand name merchandise provider in the incentive industry and partner of the New Jersey Devils hockey team, congratulates Martin Brodeur for becoming the NHL’s all-time wins leader. On March 17, 2009, Brodeur accomplished this record-breaking feat on the Devils’ home ice at the Prudential Center in Newark, NJ, by leading the Devils to a 3-2 victory over the Chicago Blackhawks.

Brodeur broke the record with his 552nd regular season win and cut down the goal net directly in front of the Rymax logo on the hockey rink’s dasher board. Coverage of this monumental achievement was shown on sports networks, websites, and in newspapers.

“As a proud supporter of sports marketing, we are thrilled with the advantages this outlet provides for us. This type of promotion is exciting not only for Rymax, but the entire incentive industry,” says Dana Slockbower, Director of Marketing for Rymax. “To have our name associated with such a momentous event in NHL history is incredible. We congratulate Martin Brodeur and the New Jersey Devils on this wonderful achievement.”

About Rymax:

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national manufacturer’s representative in the incentive industry. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.

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