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**FOR IMMEDIATE RELEASE:**

**RYMAX RECOGNIZED AS "MONSTEROUS REP"  
AT 2009 RETAILER AWARDS**

**PINE BROOK, NJ**—January 26, 2009—Rymax Marketing Services, Inc., the largest brand name manufacturer's representative in the incentive industry, was recently recognized as one of "The Most Monsterous Reps in the Universe" by their partner, Monster Cable. The awards ceremony, honoring "the Most Monsterous Retailers of 2008," took place during the Consumer Electronics Show (CES) on January 9, 2009 at the Paris Hotel in Las Vegas, NV.

Rymax has been the exclusive manufacturer's representative for Monster within the Incentive Industry since 2005. Monster's high quality cables and audio accessories have proven to be popular redeemers in incentive programs, especially employee recognition and customer loyalty.

"We are proud to know that Monster honors us among their most Monsterous reps," says Paula Ambrozic, Director of Corporate Compliance at Rymax. "We work hard to not only meet, but exceed the expectations of our partners. This recognition shows us that our dedication to the Monster brand does not go unnoticed."

**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 also manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit [www.rymaxinc.com](http://www.rymaxinc.com)*

**About Monster:**

*Monster, under its Monster Cable® brand, is the world's leading manufacturer of connectivity solutions for high performance audio, video, car audio, computer, console and computer gaming, professional audio and sound reinforcement. Monster, under its Monster Power® brand, is also the leading manufacturer of high performance AC power line conditioning and protection products for audio/video systems. For more information, please visit [www.monstercable.com](http://www.monstercable.com).*

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