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FOR IMMEDIATE RELEASE:

RYMAX WELCOMES PAUL GORDON AS SENIOR DIRECTOR OF SOLUTION SALES

PINE BROOK, NJ—January 6, 2009—Rymax Marketing Services, Inc., the largest brand name manufacturer’s representative in the Incentive Industry, is pleased to announce the addition of Paul Gordon to its team as Senior Director of Solution Sales. Gordon will manage the Solutions Sales Team, servicing our clients throughout the United States.

Gordon brings a wealth of knowledge and 25 years of experience in senior executive positions at both Konica Minolta Imaging and Cool Mobile.

His experience with manufacturing and service-based industries, consumer products and promotions, OEM products, the telecommunications industry, and business solution products will be an asset to the Solution Sales Team.

“The challenges in today’s economy demand creative solutions to initiate trial, retain consumers, and solidify and gain market share,” says Gordon. “The marketing solutions that Rymax creates through high equity brands coupled with the infrastructure to deliver our unique services means we can be a resource to businesses of all sizes. I look forward to leading Rymax to an even greater level of success with our current portfolio of customers and with the acquisition of new business.”

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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