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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH NADRI

PINE BROOK, NJ – June 23, 2010 - Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the incentive industry, recently announced an exclusive partnership with Nadri Incorporated, a jewelry manufacturer renowned for meticulously handcrafted design using faceted crystals and cubic zirconia. This is the first time Nadri is available exclusively through a single representative within the incentive industry.

Since its introduction into the marketplace in 1997, Nadri's reputation for extraordinary design, detailed craftsmanship, and unmatched quality has made this fashion jewelry collection one of the leaders in the category and a favorite of celebrities for Red Carpet events. Every design features imported, fully faceted crystal stones or flawless cubic zirconia and is set in rhodium or 18k gold plate.

"We are thrilled about the addition of Nadri into our portfolio of exclusive brands," says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. "Fashion jewelry is an important category making affordable luxury a reality. The extensive jewelry collection from Nadri will make for popular choices within redemption programs, as each piece is beautifully designed and offers a classic reward at a realistic price point."

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About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest US manufacturer's representative in the incentive industry, providing quality brand name merchandise to a variety of industries worldwide. 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.