



Contact: Lisa Esposito
Marketing Manager
(973) 582-3217
lesposito@rymaxinc.com
www.rymaxinc.com

FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES, INC. NOW OFFERS INSTALLATION
OF LUXURY BRANDED PRODUCTS**

PINE BROOK, NJ—January 22, 2007—Rymax Marketing Services, Inc., the largest factory direct representative in the Incentive Industry, now offers installation for their luxury branded products. Rymax is the first company in the Incentive Industry to offer national installation for redeemed rewards merchandise.

The purpose of this new installation service, available to all clients who receive products from Rymax, is to enhance the customer experience and make redemption of high-end products more appealing – no hassle or frustration related to personal set-up. The new installation team possesses years of experience and exceptional skill and knowledge in the field of electronic installation, so customers can sit back and never lift a finger. Installed products include LCD and plasma televisions, surround sound/audio equipment, fitness equipment, and recreational equipment.

About Rymax:

Headquartered in Pine Brook, NJ, Rymax Marketing Services, Inc. is the largest national factory direct representative in the Incentive Industry, specializing in providing branded merchandise incentives for incentive, loyalty, rewards programs and more. In addition to providing luxury brands, Rymax's services include the ability to create and fulfill customized incentive programs with the necessary management and support from start to finish, and to provide bulk product sales for corporate/holiday gift, meeting, or promotional needs. For more information please visit www.rymaxinc.com or call (800) 379-8073.

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