



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

FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES, INC. WELCOMES MARK HANES
AND PRESENTS INCENTIVE SOLUTIONS AT THE 2007 NEW YORK INCENTIVE, REWARDS AND
RECOGNITION EXPO AND CONFERENCE**

PINE BROOK, NJ—May 16, 2007—Rymax Marketing Services, Inc., the largest luxury brand representative in the Incentive Industry, will present the new Senior Director of National Solution Sales, Mark Hanes, and incentive solutions at the 2007 New York Incentive, Rewards, and Recognition Expo and Conference: The Brands Show. This event will take place May 30-31, 2007 at Sheraton Towers and Suites, New York, NY. Rymax will be located in booth #326.

New Senior Director of National Solution Sales

The newest addition to the Rymax team is Mark Hanes, Senior Director of National Solution Sales. He holds 25 years of executive experience in the Incentive Industry at companies such as Carlson Marketing, Maritz, and Impact Dimensions, a premium promotional product company. Mr. Hanes brings to Rymax a background in management, design and creative of incentive programs, fulfillment, and sales. “My mission and goal here at Rymax is to help existing clients move their business objectives and organization to be successful, and to gain a plethora of new clients,” says Hanes.

Luxury Lounge

At the Rymax booth, attendees will have the opportunity to speak with company sales representatives to find out how Rymax incentive solutions and branded merchandise can increase customer loyalty, boost employee retention, foster sales, and more for their company. In addition, attendees can enjoy refreshments such as water, soft drinks, and snacks, and take a break from the show floor to sit down on comfortable couches and chairs.

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About Rymax:

Headquartered in Pine Brook, NJ, Rymax Marketing Services, Inc. is the largest luxury brand representative in the Incentive Industry, specializing in providing branded merchandise incentives for incentive, loyalty, rewards, corporate/holiday gift, meeting or promotional programs. 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. For more information please visit www.rymaxinc.com or call 800-379-8073.

About the New York Incentive, Rewards, and Recognition Conference and Expo (The Brands Show):

The New York Incentive Rewards and Recognition Expo, produced by Selling Communications, Inc., is about brands and people; using brands to help motivate and engage external and internal audiences, and in turn engaging external and internal audiences to help maximize brand performance. The show provides opportunities to meet with nearly 100 leading brand names, free on-floor power sessions presented by the Incentive Marketing Association that address the new brand medium and how it's used to break through the clutter and engage your key external and internal audiences, and paid sessions co-located at the Expo and presented by the Forum for People Performance Management and Measurement, the Promotion Marketing Association, and the National Association for Employee Recognition will address the people factor in business performance.

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