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**FOR IMMEDIATE RELEASE:**

**RYMAX MARKETING SERVICES, INC. TO ATTEND  
2007 HIDA MEDSURG CONFERENCE & EXPO™**

**PINE BROOK, NJ – September 13, 2007** – Rymax Marketing Services, Inc., the largest manufacturer's representative in the Incentive Industry, will exhibit at the 2007 HIDA MedSurg Conference & Expo™. This event will take place September 14-16, 2007 at the Hynes Memorial Center in Boston, Massachusetts. Rymax will be located at Booth #2107.

Rymax is unique in that they are the only full-service incentive company exhibiting at the 2007 HIDA MedSurg Conference & Expo. Rymax has successfully provided incentive solutions to companies in several industries, including healthcare medical equipment and supply. At the Rymax booth, show attendees will have the opportunity to speak with company sales representatives to get more information on how brand-name merchandise and incentive programs can increase sales and boost customer loyalty.

The Rymax booth will feature a video presentation informing show attendees of the incentive services that can be provided. This reel will showcase top brands like adidas, Anolon®, Bowflex®, Human Touch®, and iRobot®, which are available exclusively through Rymax.

For more information about Rymax or HIDA, please contact Lisa Esposito at (973) 582-3217 or [lesposito@rymaxinc.com](mailto:lesposito@rymaxinc.com).

*About Rymax:*

*Headquartered in Pine Brook, NJ – Rymax makes the Incentives simple, effective, and most importantly – rewarding. Having a dedicated team, strategic partnerships, and technological resources, give Rymax the ability to stay on the cutting edge of all incentive solutions. As the largest National Manufacturer's Representative in the Incentive Industry, we provide our clients with: Luxury Aspirational and Motivational Merchandise, Factory Direct Pricing, Total Incentive Solutions, and Complete Program Management. For more information please visit [www.rymaxinc.com](http://www.rymaxinc.com) or call 800-379-8073.*

*About HIDA:*

*The HIDA 2007 MedSurg Conference & Expo™ is the most comprehensive education conference and product expo in the medical distribution industry, with more than 300 exhibitors displaying more than 10,000 products. For more information, please visit [http://www.hida.org/hida\\_Conference\\_2007/](http://www.hida.org/hida_Conference_2007/).*

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