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FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES, INC. ANNOUNCES
NEW GIFT CARD DIVISION AT THE 2007 MOTIVATION SHOW**

PINE BROOK, NJ—September 18, 2007—Rymax Marketing Services, Inc., the largest brand name merchandise representative in the Incentive Industry, will formally announce their Gift Card Division at the 2007 Motivation Show. This event will take place September 25-27, 2007 at McCormick Place, Chicago, IL. Rymax will be located in booth #3459.

In addition to merchandise, Rymax will now offer gift cards from dozens of popular retailers like Bloomingdales, Hertz[®], The Macaroni Grill[®], Pottery Barn, and more. “Rymax has built a reputation on providing extraordinary products to a variety of clients in the Incentive Industry. We ensure our success by following two simple business practices: give the people what they want, and stay 10 steps ahead of the trends,” says Karen Ruggiero, in charge of Gift Card Operations at Rymax. “With the addition of a premium selection of gift cards, we have proven that we intend to remain the best in class.”

A great way to give the whole package is to bundle gift cards with merchandise rewards. Putting together a BonJour wine opener, stopper, and decanter with a Wine.com gift card is one way to make a big impact. Aside from retail gift cards, Rymax will offer experiential gift cards, which will give participants full experiences as a reward. Someone adventurous may choose a full day kayaking trip, while a budding chef may choose professional cooking lessons.

In addition to merchandise and retail gift cards, the custom Rymax Card enables participants to log-on to a closed website and redeem points for rewards. Participants cash-in points on the custom Rymax Card for merchandise or retail gift cards, and have the option to “buy-up” for rewards that may be out of the card’s point range. The Rymax Card can be customized with a company logo and to fit with any program theme.

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For more information on Rymax Marketing Services, Inc. or the 2007 Motivation Show, please contact Lisa Esposito at (973) 582-3217 or lesposito@rymaxinc.com.

About Rymax:

Headquartered in Pine Brook, NJ – Rymax makes 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 or call 800-379-8073.

About The Motivation Show:

The Motivation Show, Sept. 25-27, 2007, at Chicago's McCormick Place, is the world's largest exhibition of motivational products and services. It features nearly 2,000 exhibitors of incentive and recognition programs; branded products and gift cards; recognition awards; motivational destinations, services, and attractions; promotional products; and related technology and other services. Complete details about The 2007 Motivation Show, including exhibiting and registration information, is available on the show website: www.motivationshow.com.

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