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**FOR IMMEDIATE RELEASE:**

### **RYMAX LAUNCHES NEWLY REDESIGNED WEBSITE**

**PINE BROOK, NJ**—September 24, 2007—Rymax Marketing Services, Inc., the largest brand name merchandise representative in the Incentive Industry, has recently unveiled their newly designed website, <http://www.rymaxinc.com>. The new website has an entirely new look and feel, user-friendly navigation, and improved content designed to help clients reach their goals.

The new website was designed, written, and created entirely in-house by Rymax. Their Graphic Design, IT, and Marketing teams worked closely together from inception to launch, which is evident in the finished product. “We plug ourselves as an all inclusive solution with in-house services and really reinforce our abilities with the site,” says Dana Slockbower, Director of Marketing at Rymax. “We created everything in-house – from the design and flash animations to the written copy and coding, it shows that Rymax really can perform.”

The website has a new section, Incentive Solutions, where visitors can learn more about different types of incentive programs, the in-house services offered by Rymax, and MaxSite™ – Rymax’s proprietary online rewards platform. Visitors have the option to conveniently download .pdf documents directly from the site with more information on incentive solutions and easy printing.

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“We envision our new website being used as a resource by those who visit,” says Slockbower. “The new design maps out our company culture and outsourcing capabilities, which really allows visitors visualize Rymax’s true potential.”

In addition to Incentive Industry research and events; the new website will feature the latest news and announcements from Rymax, with an updated product catalog which showcases the company’s brand name merchandise offerings.

*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](http://www.rymaxinc.com) or call 800-379-8073.*

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For more information on Rymax and their newly redesigned website, please contact Lisa Esposito – [lesposito@rymaxinc.com](mailto:lesposito@rymaxinc.com) or (973) 582-3217.