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FOR IMMEDIATE RELEASE:

RYMAX TO SPEAK ON TWO EDUCATIONAL NYIRR PANELS

Ed Rivera and Mark Hanes Each to Speak
During the *Brands Powering People* Sessions

PINE BROOK, NJ—May 06, 2008—Rymax Marketing Services, Inc., the largest manufacturer's representative in the Incentive Industry, is excited to be participating in two of the New York Incentive, Rewards, and Recognition Show panels. Both of the panels are part of the *Brands Powering People* sessions which take place over the course of both days of the show.

Ed Rivera, Sr. Director of National Product Sales, will hone in on his expertise with everything electronic during the *Consumer Electronics – A Brand Dialog Panel* on the first day of the show, May 7th, at 11:30am. The session is aimed to keep attendees up to date with what works and what doesn't in electronics within the Incentive Industry.

On May 8th, at 11:30am, Mark Hanes, Sr. Regional Sales Manager, Central Region, is participating on the panel titled *Incentive/Performance Improvement Firms - Your Program Partners*, which will teach attendees how to create a successful incentive program – from launch, to strategic program communication, to measuring results.

"The *Brands Powering People* sessions are a great opportunity for end users to learn about the industry," says Donna Davis, Purchasing Manager at Rymax. "It's so important to keep the rewards selection fresh in incentive programs, and these sessions are a great way see what's going on with the latest and greatest products."

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About Rymax:

Headquartered in Pine Brook, NJ – Rymax has revolutionized the Incentive Industry making it simple, effective, and most importantly – rewarding. With a dedicated team, strategic partnerships, and technological resources, Rymax has the ability to stay on the cutting edge of all incentive solutions. As the largest National Manufacturer's Representative in the Incentive Industry, Rymax

provides their 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 Ed Rivera:

Ed Rivera joined Rymax Marketing Services, Inc. in July of 2006, after serving as vice president of national accounts for the Photographic equipment and products division of Konica Minolta Photo Imaging beginning in 1999. Prior to his tenure at Konica Minolta, Rivera worked as Director of sales for Sony Recording Media group. Over his sixteen years with Sony, Rivera held various positions including western regional sales manager of Sony's Premium Sales division.

About Mark Hanes:

Mark Hanes, Senior Regional Sales Manager, Central Region, has over 25 years experience in the Incentive Industry with previous program management positions at loyalty marketing and promotional products companies. As the Senior Regional Sales Manager, Mark manages the client solutions team within the central region of the United States.

About the New York Incentive, Rewards, and Recognition Show (NYIRR):

The New York Incentive, Rewards, and Recognition Show is all about Brands and People Performance. It's the incentive and rewards trade show specifically designed for leading brands, or for companies that aspire to be one. It's the nation's only trade show and conference focusing on the unique connection between brands and people: engaging external and internal audiences to help maximize brand performance, and in turn using brands to help motivate and engage those same external and internal audiences. For more information, visit www.nyirr.com.