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FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES, INC. ANNOUNCES
EXCLUSIVE PARTNERSHIP WITH SPRI**

PINE BROOK, NJ—September 09, 2008—Rymax Marketing Services, Inc., the largest National Manufacturer's Representative in the Incentive Industry, is excited to have broadened their scope of exclusive partnerships with SPRI, a leading manufacturer of health and fitness accessories. This is the first time SPRI is available to the industry.

As the pioneer of simple yet effective methods of strength training, toning, and building lean muscle tissue, SPRI remains on the cutting edge of today's exercise trends. Rymax will service SPRI products from their offices throughout the country for programs including: Wellness, Sales Incentive, Employee Recognition, Loyalty Programs and more. The addition of SPRI allows Rymax to continue providing the most well rounded selection of quality products in the Incentive Industry.

"This new partnership is very exciting. Health and fitness is a growing trend," says Randy Toth, New Business Development Manager at Rymax. "We are always working to meet the needs of our clients; the addition of SPRI to the Rymax portfolio will ensure that we continue to do so." For more information on SPRI or Rymax, please contact Lisa Esposito at (973) 582-3217 or lesposito@rymaxinc.com

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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. 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 SPRI:

SPRI Products, Inc. is the leading manufacturer and distributor of rubberized resistance exercise products for the health and fitness industry. SPRI designs and produces innovative rubber resistance exercise products and has led the way in popularizing rubberized resistance workouts.