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**FOR IMMEDIATE RELEASE:**

**RYMAX MARKETING SERVICES, INC. EXHIBITS AT THE 2008 MOTIVATION SHOW**

Rymax Announces New National Line Card Additions, the Availability of the American Express® Gift Card and More at the Industry's Largest Tradeshow

**PINE BROOK, NJ–September 17, 2008**–Rymax Marketing Services, Inc., the largest manufacturer's representative in the incentive industry, is announcing new factory partnerships and their relationship with the American Express Gift Card at the 2008 Motivation Show. The addition of national lines such as Baccarat, Damiani, Longines, and Rado, along with the American Express gift card, widen the already extensive breadth of Rymax reward offerings.

The Rymax booth #3212, powered by Denon, has been designed to interactively showcase product samplings from new and existing partners. Show attendees will have the opportunity to see the latest and greatest product offerings from some of the biggest names in the industry: Samsung, Boston Acoustics, Miele, and more.

"We are excited to announce our new partnerships and product offerings to the industry at this year's Motivation Show," says Dana Slockbower, Director of Marketing at Rymax. "We are always looking to form partnerships with brands that we know will benefit the industry as a whole."

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**About Rymax**

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](http://www.rymaxinc.com).

**About The Motivation Show**

The Motivation Show, Sept. 23-25, 2008, 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 2008 Motivation Show, including exhibiting and registration information, is available on the show website: [www.motivationshow.com](http://www.motivationshow.com).