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FOR IMMEDIATE RELEASE:

**RYMAX SPONSORS THE 3rd ANNUAL CONTINENTAL MANAGEMENT ASSOCIATION
CASINO NIGHT SCHOLARSHIP FUNDRAISER**

PINE BROOK, NJ—November 07, 2008—Rymax Marketing Services, Inc., the largest manufacturer's representative in the Incentive Industry, supported the Continental Management Association's Casino Night scholarship fundraiser as a Gold Sponsor. The event took place on October 18, 2008 and supports the advancement of higher education by raising funds for scholarships. This is Rymax's third year supporting this worthwhile cause.

Since its inception in 1990, the Continental Management Association, the host of this event, has awarded almost \$3 million in scholarships to over 1,500 students. Scholarships have been awarded to both Continental employees and their eligible dependants.

"We are proud to support our partner Continental Airlines and the Casino Night Scholarship fundraiser," says Dana Slockbower, Director of Marketing at Rymax. "We encourage continued education and are glad to be a part of an event that will aid students in reaching their goals."

About Rymax:

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national manufacturer's representative in the incentive industry. In addition to providing merchandise rewards for incentive programs, promotions, and corporate gifts – Rymax manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.

About the Continental Management Association:

Continental Scholarship Fund is a 501(c)(3) educational organization. This organization awards educational scholarships to Continental employees and/or their eligible dependents. The Continental Management Association was established in 1990 to increase knowledge and professional development, as well as to create an atmosphere of networking and camaraderie within Continental. For more information visit www.insidecoair.com/casinonight.

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