



Contact: Lisa Esposito
Marketing Manager
(973) 582-3217
lesposito@rymaxinc.com
www.rymaxinc.com

FOR IMMEDIATE RELEASE:

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

PINE BROOK, NJ—August 20, 2008—Rymax Marketing Services, Inc., the largest National Manufacturer's Representative in the Incentive Industry, is excited to announce a new and exclusive partnership with Baccarat, the 244 year-old French luxury brand recognized globally as the eminent creator of the world's finest handcrafted crystal. This is the first time Baccarat products have ever been made available to the Incentive Industry.

Boasting an exceptional number of glassworkers, many of whom have been awarded the title of "Best Workmen of France", and who are committed to the continuity of the company's unparalleled know-how, Baccarat draws inspiration from both its centuries-old heritage of expert craftsmanship, cultivating the image of an international leading luxury brand that symbolizes the French Art de Vivre the world over. Rymax will service Baccarat products from their offices throughout the country for programs including: Corporate Gift, Incentive, Sales Incentive, Employee Recognition, Loyalty Programs and more. The addition of Baccarat allows Rymax to continue providing the most luxurious products in the Incentive Industry.

"Baccarat is an obvious addition to the Rymax portfolio of products," says Randy Toth, New Business Development Manager at Rymax. "Their distinct, classic style aligns perfectly with the standard of quality we demanded of our partners." For more information on Baccarat or Rymax, please contact Lisa Esposito at (973) 582-3217 or lesposito@rymaxinc.com.

###

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 Baccarat

Founded in 1764, Baccarat is recognized globally as the eminent creator of luxury crystal, with a diverse product assortment that in addition to traditional crystal lighting, home décor, stemware, barware and giftware now includes jewelry and fashion accessories. Headquartered in Paris, with manufacturing in Baccarat, France, Baccarat is available in the US at leading department stores and fine specialty and jewelry stores as well as at the company's 12 freestanding boutiques in New York, Houston, Dallas, Hawaii, Troy, San Francisco, Las Vegas, Chicago, Palm Desert, Greenwich, Costa Mesa and Atlantic City. For more information please visit www.baccarat.com.