



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

FOR IMMEDIATE RELEASE:

**THE AMERICAN EXPRESS® GIFT CARD — NOW AVAILABLE
TO THE INCENTIVE INDUSTRY THROUGH RYMAX**

PINE BROOK, NJ—September 16, 2008—Rymax Marketing Services, Inc., the largest national manufacturer's representative in the incentive industry, is pleased to announce the availability of the American Express® Gift Card. Rymax is the first manufacturer's rep in the industry to distribute the card. Rymax will distribute the card for programs including sales incentive, employee recognition, customer loyalty and more.

The American Express Gift Card can be redeemed at U.S. retailers and restaurants that accept American Express Cards. Unlike store gift cards which work at one place, the American Express Gift Card can be used at millions of places. The Gift Card is available in denominations ranging from \$50 to \$200 and can be refunded if lost or stolen.

"As the manufacturer's rep for over 150 brands, we provide our clients the power of choice," says Jessica Brown, Special Projects Manager at Rymax. "The American Express Gift Card strengthens our ability to do that."

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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 American Express:

American Express Company (www.americanexpress.com) is a leading global payments, network and travel company founded in 1850. American Express is a leader in prepaid products. In addition to the 117-year old American Express Travelers Cheque - the preeminent brand welcomed worldwide - the Company issues other prepaid products including Gift Cards, Gift Cheques, and a range of corporate incentive prepaid products.