



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

**FOR IMMEDIATE RELEASE:**

**RYMAX MARKETING SERVICES, INC. EXHIBITS AT THE 2009 GLOBAL GAMING EXPO (G2E)**  
The Largest Trade Show in Gaming – Booth # 123

**PINE BROOK, NJ** – November 16, 2009 – Rymax Marketing Services, Inc., the largest brand name manufacturer's representative in the incentive industry, is pleased to announce that they will exhibit at the 2009 Global Gaming Expo—the leading tradeshow for gaming and entertainment industry service providers. This event will take place on November 17-19 at the Las Vegas Convention Center in Las Vegas, NV.

Rymax booth visitors will have the opportunity to learn more about the 200+ brand name manufacturers it represents, interact with product offerings, test out Rymax's MaxSite™ (a proprietary rewards and redemption online platform), and meet with representatives to discuss various ways to boost player loyalty programs.

“The importance of an effective player loyalty program in today's gaming environment is greater now more than ever,” says Dana Slockbower, Director of Marketing at Rymax. “We are committed to helping our clients develop successful programs that not only provide great value to its players but ones that leave a lasting, positive impression and foster loyalty. We have worked with casinos large and small, from Native American-owned to publically-held corporations and know what keeps our clients' players coming back for more.”

**About Rymax**

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest US manufacturer's representative in the incentive industry, providing quality brand name merchandise to a variety of industries worldwide. 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](http://www.rymaxinc.com).

Global Gaming Expo (G2E) is the international gaming trade show and conference “by the industry and for the industry.” Organized by the American Gaming Association (AGA) and Reed Exhibitions, G2E made its debut in fall 2001, defining itself as the pre-eminent show for the gaming-entertainment industry.

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