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FOR IMMEDIATE RELEASE:

RYMAX ADDS ARTISTICA TO EXCLUSIVE LINES LIST

PINE BROOK, NJ—March 3, 2009—Rymax Marketing Services, Inc., the largest brand name manufacturer's representative in the incentive industry, announces an exclusive partnership with Artistica. Artistica is a maker of exotic metal and elegant wood furnishings. This is the first time Artistica is available exclusively through a single representative within the incentive industry.

The addition of Artistica as an exclusive partner reinforces Rymax's commitment to increasing its share of home commodity brands. The current economic climate is dictating new trends in incentive merchandise redemptions, including an increase in popularity of everyday items like furniture.

"Artistica introduces a unique option to our clients," says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. "The state of the economy today is forcing incentive program participants to re-evaluate their priorities; products for the home are becoming more and more commonplace as rewards."

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 also manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.

About Artistica:

Artistica has evolved over the years to encompass over five hundred handcrafted designs, many available in custom finishes. Their goal has always been to provide customers with home furnishings that offer thoughtful craftsmanship with the greatest attention to detail. Artistica's line has blossomed into a sophisticated collection that is as comfortable as it is inspiring. To learn more, please visit www.artisticahome.com.

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