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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH CRISLU®

PINE BROOK, NJ—July 29, 2009—Rymax Marketing Services, Inc., the largest brand name merchandise provider in the incentive industry, recently announced an exclusive partnership with CRISLU, a jewelry manufacturer renowned for bringing high-style and high-quality pieces to the marketplace. This is the first time CRISLU products are available exclusively through a single representative within the incentive industry.

CRISLU is a world-class supplier of the finest cubic zirconia jewelry. Founded in 1961, the company has assembled the most experienced and creative teams of artisans and designers to consistently create quality and unique pieces. CRISLU retains a longstanding history in the high-end bridge jewelry arena and brings with it a commitment to identifying the latest trends and bringing those trends to market. The addition of CRISLU reiterates the level of quality demanded by Rymax and its partners.

“We are very excited about the addition of CRISLU to our portfolio of exclusive brands,” says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. “As costume jewelry is on the rise we think this new line will add a great balance to our rewards mix. The extensive jewelry collection from CRISLU will make for popular choices within redemption programs, as each piece is unique, beautiful and offers a contemporary twist on a classic reward.”

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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 Crislu

Founded in 1961, CRISLU is a 2nd generation jewelry manufacturer renowned for bringing to market “personal ornaments” that are high-style, high-quality and high-value. In particular, the company is a world-class supplier of the finest cubic zirconia jewelry. Today, CRISLU has a worldwide network of showrooms and distributors in over 50 countries. You will find CRISLU in all of the world's fashion and trend capitols including Paris, New York, London, Tokyo, Milan, Madrid, Brussels, Stockholm, Berlin, Zurich, Monte Carlo and Buenos Aries, not to mention its hometown, Los Angeles. For more information, visit www.crislu.com.