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FOR IMMEDIATE RELEASE:

RYMAX MARKETING SERVICES, INC. EXHIBITS AT THE 2010 GLOBAL GAMING EXPO (G2E)
The Largest Trade Show in Gaming – Booth # 2789

PINE BROOK, NJ – November 16, 2010 – Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the Incentive Industry, is pleased to announce that they will be exhibiting at the 2010 Global Gaming Expo — the leading tradeshow for gaming and entertainment industry service providers. This event will take place November 16-18 at the Las Vegas Convention Center in Las Vegas, Nevada.

Rymax booth visitors will have the opportunity to learn more about the 200 brand name manufacturers it represents, interact with product offerings like the innovative ContourHD wearable video camera, eZeebike's Quando Big Apple Electric Bike, and enjoy the world's most realistic 3D viewing experience with Samsung's 7000 Series 3D 1080p LED HDTV. Visitors can also meet with Rymax representatives to discuss ways to create customized loyalty programs that will increase player frequency, generate casino traffic, and boost player loyalty.

"The key to compete and thrive in today's gaming environment is to offer player loyalty programs that are distinct," says Paul Gordon, Senior Director of Solution Sales at Rymax. "Programs that are based on innovative and luxury merchandise stand out to players because of their high perceived value. Using brand name merchandise is one of the most effective ways for players to connect the product earned along with the experience. We are proud that Rymax continues to lead the way as the premier player loyalty solution provider."

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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.

About Global Gaming Expo (G2E)

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. For more information, visit www.globalgamingexpo.com.