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**FOR IMMEDIATE RELEASE:**

## **RYMAX WELCOMES THOMAS YUHAS AS DIRECTOR OF NATIONAL PRODUCT SALES**

**PINE BROOK, NJ**—November 11, 2010—Rymax Marketing Services, Inc., the Largest Brand Name Manufacturer's Representative in the incentive industry, is pleased to announce the addition of Thomas Yuhas to its team as Director of National Product Sales.

As the Director of National Product Sales, Yuhas will be working closely with the Product Sales team to bring Rymax products and services to the incentive industry, namely incentive houses, premium resellers, and premium incentive program providers with a focus on promoting Rymax's exclusive brand name manufacturer lines and additional partners.

Yuhas brings to Rymax a wealth of industry knowledge and experience in senior executive positions at Sony Corporation of America and FOR-A Corporation. His experience in developing and implementing account plans for high profile clients and building employee and customer recognition programs will be an asset in leading Rymax's Product Sales team.

"Today's customers are looking for products that set them apart from the competition. At Rymax, we can provide our customers with full access to the largest brand name product assortment and value added services that can enhance any incentive reseller's portfolio," says Yuhas. "With Rymax's reseller relationships, exclusive luxury and innovative products offerings, and bi-coastal warehousing, we are committed to moving our business forward. I am excited to be a part of an organization that is leading the incentive industry into the future."

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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](http://www.rymaxinc.com).*