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**FOR IMMEDIATE RELEASE:**

## **RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH MICHAEL KORS**

PINE BROOK, NJ – September 10, 2010 – Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the Incentive Industry, is proud to announce a National Exclusive partnership with Michael Kors USA. Inc., a leading American fashion designer in luxury accessories and sportswear.

The Michael Kors brand is recognized worldwide its heritage is rooted in producing polished, sleek, and sophisticated American sportswear with a jet-set attitude. Rymax will offer Michael Kors (MMK) latest handbag styles and silhouettes, watches, and additional luxury accessories that will complement the line.

"Rymax is excited about the addition of Michael Kors into our portfolio of exclusive brands," says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. "We are confident that Michael Kors, an iconic brand with the highest standard of quality, will make for popular reward redemptions among our client's program demographics and serve as a great option for holiday redemptions in our upcoming season and beyond."

"We're thrilled to be working with such a strong and proven organization in the Incentive Industry. MMK product has shown tremendous growth across all retailer channels and continues to do so. We are confident that with Rymax as a partner, MMK will show significant growth in this industry as well," says Stella Pires, Manager Special Markets.

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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).*

### **About Michael Kors**

*Michael Kors is the leading American Fashion Designer for Luxury Accessories and Sportswear. The Company's heritage is rooted in producing polished, sleek, sophisticated American sportswear with a jet-set attitude. Michael Kors products, emblematic of the highest standard of quality, include apparel, accessories and beauty. Whether Aspen, Palm Beach or Capri, our mission is to bring our vision of a jet-set, luxury lifestyle to women and men around the globe. His products, emblematic of the highest standard of quality, include apparel, accessories and beauty. For more information, visit [www.michaelkors.com](http://www.michaelkors.com).*