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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH NOURISON INDUSTRIES, INC.

PINE BROOK, NJ – April 29, 2010 - Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the incentive industry, recently announced an exclusive partnership with Nourison Industries, Inc., the most diversified producer and importer of handmade area rugs. Nourison, recognized throughout the world for its design excellence, variety and superb quality, is now offering its unique, luxury products within the incentive industry exclusively through Rymax.

"Rymax is proud to partner with such an innovative company like Nourison," says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. "The craftsmanship of Nourison's Rugs and floor coverings is of the highest quality and will help to expand our selection of home and lifestyle themed reward offerings."

"Nourison looks forward to providing quality products through this new channel of distribution," says Rita Karmioli, Executive Vice President of Sales. "We're excited to be a part of Rymax's portfolio of luxury brand names and look forward to a successful partnership."

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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 Nourison

Nourison is the leading multi-category resource in today's floor covering market. Their signature handmade area rug collections represent an unparalleled level of luxury and sophistication in broadloom construction. Throughout the United States and Europe, prominent retailers rely on Nourison for merchandise assortments recognized for their unique combination of beauty, craftsmanship, and value in virtually every price and construction category. For more information, visit <http://www.nourison.com>