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FOR IMMEDIATE RELEASE:

RYMAX EXHIBITS AT THE 2010 MOTIVATION SHOW

Rymax Announces New Partnerships and a Social Media Push during the Industry's Largest Tradeshow

PINE BROOK, NJ—October 7, 2010—Rymax Marketing Services, Inc. will again be exhibiting at the 2010 Motivation Show and proudly announces new manufacturer partnerships with ContourHD, eZeebike USA, Inc., Ion Audio, Menu's and Music®, Michael Kors, Nadri Incorporated, and Nourison Industries, Inc. Additionally, Rymax will exhibit new retail gift cards such as Destination Maternity® Corporation, Staples®, Sunglass Hut, and The Home Depot®. These product and retail gift card additions widen the already extensive breath of offerings from the Industry's Largest Manufacturer's Representative.

Booth visitors can view and demonstrate Rymax's new product offerings, the innovative ContourHD wearable video camera, eZeebike's Quando Big Apple Electric Bike, and Michael Kors Hamilton Tote Luggage handbag. Visitors can enjoy the world's most realistic 3D viewing experience with Samsung's 7000 Series 3D 1080p LED HDTV.

Additionally, Rymax launches several social media initiatives to promote the Motivation show. Tactics consist of weekly show announcements on the *Rymax Insider* blog (<http://www.rymaxinsider.com/>), updates on Twitter (http://twitter.com/Rymax_Marketing), a custom LinkedIn Group, *Rymax at the Motivation Show* (<http://www.linkedin.com/groups?gid=3400689&mostPopular=>), and sweepstake give-a-ways hosted via a Ping mobile campaign (<http://terms.bslog.com/>).

"As social media continues to be a viral medium within the Incentive Industry, we are confident our promotional initiatives will increase attendee visits to our booth and promote the Industry's awareness around the Motivation Show. We know how powerful social media is and we're embracing it," says Dana LaSalvia, Director of Marketing at Rymax. "Our primary goal with our integrated campaign is aimed to promote our new exclusive brand additions and help drive show attendance."

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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.