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FOR IMMEDIATE RELEASE:

RYMAX APPOINTS ALICE CANNON AS WESTERN REGIONAL SALES MANAGER

PINE BROOK, NJ – August 2, 2011 – Rymax Marketing Services, Inc., the largest manufacturer’s representative in the incentive industry, proudly welcomes Alice Cannon to its ranks as a member of the Product Sales Team. Based in Chicago, Cannon will focus on offering Rymax’s products and services to incentive program providers, premium resellers, incentive houses, distributors, and promotional product companies to both build upon existing accounts and expand Rymax’s presence in the Western US.

Cannon brings nearly 30 years of industry expertise to the role, during which time she’s earned designations including the Incentive Marketing Association’s Certified Professional of Incentive Management (CPIM). With experience both in-house and on the agency sides of the business, Cannon has previously served in key roles at Coach, Tiffany and Company, Samsonite, and ABC Incentives, where she successfully sold full-service loyalty, recognition and reward solutions, as well as corporate gifting programs to Fortune 500 clients.

“I’m thrilled to join the Rymax team and am energized about being able to tap such impressive in-house resources and having a limitless arsenal of brand name products available to offer clients,” notes Cannon. “With the industry’s continued desire for luxury products to engage workforces – especially the growing Generation X and Y segments – the demand for fashion and electronics rewards is at an all time high. Teaming up with Rymax to be able to offer exclusive access to emerging brands and product categories that support these segments is something I’m truly looking forward to.”

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About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest national direct 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.