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FOR IMMEDIATE RELEASE:

RYMAX INKS DISTRIBUTION DEALS WITH FIVE ADDITIONAL IN-DEMAND BRANDS

From Luxury Fashion Brands to Award-Winning Electronics Manufacturers and a Leading Designer of Educational Children's Products, New Partnerships Continue to Strengthen Rymax's Foothold in the Industry

PINE BROOK, NJ – October 5, 2011 – Rymax Marketing Services, Inc., the largest manufacturer's representative in the Premium and Incentive Industry, is proud to announce new partnerships with Andrew Marc, iLuv®, Mag-Nif, Inc., Melissa & Doug®, and Soda Stream™. These distribution agreements help broaden Rymax's existing merchandise lines across several categories, including luxury fashion, electronics, toys and children's products, kitchen accessories, and innovative consumer goods.

"We are thrilled to introduce five more premier brands in to our incentive and recognition program offerings," announced Rymax's Director of New Business Development, Randy Toth. "My goal is to ensure Rymax has the leading luxury merchandise, household brand names and most innovative, in-demand products entering the marketplace today. These new distribution agreements enhance the diverse mix of merchandise available to our customers, and further solidify Rymax as the leader in luxury rewards across all categories.

"What makes Rymax unique is our ability to offer merchandise that isn't available in the typical incentive program. This provides a greater power of choice to our clients, and positions our brand partners for success in this lucrative \$46 billion industry."

About the brands:

- **Andrew Marc** is a luxury product line for men and women offering soft leather goods, handbags, belts, travel bags, dresses, and cold weather accessories.
- **iLuv** is the premier provider of the most comprehensive accessory line for the tablet and smartphone markets, receiving 16 prestigious CES Innovation awards for revolutionary products.
- **Mag-Nif** is the nation's largest producer of animated coin sorting banks and has produced a wide variety of successful products ranging from puzzles and games to craft items.
- **Melissa & Doug** is one of the leading designers and manufacturers of educational toys and children's products, from puzzles to puppets, plush to play food, magnetic activities, music, and more.

- **SodaStream** is the world's largest manufacturer, distributor and marketer of Home Carbonation Systems, enabling consumers to carbonate water and to flavor carbonated beverages at home as an alternative to purchasing pre-packed bottles or cans.

Rymax will be showcasing these new brand partnerships at Booth 4211 at the 2011 Motivation Show in Chicago.

For additional information on Rymax or any of these brands, please contact Sarah Rohlfing at srohlfig@rymaxinc.com.

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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 creates and manages total incentive solutions, helping companies achieve their goals through motivating employees and increasing customer loyalty. For more information, visit www.rymaxinc.com.