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FOR IMMEDIATE RELEASE:

**RYMAX MARKETING SERVICES SHARES THE LATEST TRENDS IN
RECOGNITION, LOYALTY PROGRAMS AND MERCHANDISE REWARDS**

***From Industry Trade Shows and Networking Expos to Leadership Roundtable Discussions,
Rymax is at the Pulse of the Industry this June***

PINE BROOK, NJ — June 3, 2011 — Throughout the month of June, Rymax Marketing Services, Inc. will serve as the go-to resource for recognition professionals, solution providers and merchandise suppliers through active participation at industry events. As the largest national direct manufacturer's representative in the premium and incentive industry, Rymax has developed an industry-leading loyalty model that provides an unparalleled combination of merchandise rewards and customized incentive solutions that are proven to drive employee and consumer behaviors to yield desired results.

Rymax is attending the Enterprise Engagement Alliance Networking Expo to share engagement strategies that can advance an organization, exhibiting at the Promotions East trade show to introduce attendees to the latest in merchandise rewards, and providing executive insights at Incentive Magazine's annual Industry Roundtable that will help steer the future of the industry. At each of these events, the Rymax team looks forward to meeting with new entrants to the industry and seasoned peers alike to discuss new solutions and products, along with key practices and benchmarking standards in all areas of engagement.

"From being invited to participate on executive panel discussions to sponsoring industry events, we look forward to an exciting and productive month of activity and interaction," notes Dana LaSalvia, Director of Marketing at Rymax. "We believe that a collaborative team environment fosters creativity and yields the most productive output – not just within an organization, but across an industry – so participation at industry events is an important part of our corporate initiatives."

We invite all attendees to visit with Rymax executives at these events to discuss ways to use rewards and recognition effectively, along with the best strategies for selecting reward offerings that engage, motivate and inspire. For members of the media interested in arranging an interview with a member of the Rymax Team, please contact Sarah Rohlfing at 973-582-3217.

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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.