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**FOR IMMEDIATE RELEASE:**

**RYMAX MARKETING SERVICES PARTICIPATING IN THE 2011 INCENTIVE MANUFACTURERS  
AND REPRESENTATIVES ALLIANCE MARKETING CONFERENCE**

**PINE BROOK, NJ — April 6, 2011** — Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the Premium and Incentive Industry, is pleased to announce their participation in the 2011 Incentive Manufacturers and Representatives Alliance (IMRA) Marketing Conference. This industry specific show brings similar organizations together to network and discuss industry trends, and share research and best practices. The event is taking place April 3-6 in Nashville, Tennessee.

IMRA is a strategic industry group formed under the Incentive Marketing Association (IMA) to represent companies that offer a similar product or service. The purpose of IMRA is to promote the highest professional standards of interaction between representative and manufacturer members thereby contributing to the growth, understanding and excellence of the Incentive Industry. In 2010 Rymax was recognized for length of membership by the IMA, celebrating 10 years as a part of the organization.

"Our support of the IMA through attendance at events like the annual IMRA Marketing Conference is of great importance to us, and provides us with an opportunity to reconnect with our respected colleagues in the industry to discuss industry trends and benchmarking standards" said Dana LaSalvia, Director of Marketing. "Rymax takes pride in understanding our clients' needs, and active participation at industry events such as the annual IMRA Conference helps us achieve our goal of providing the best solutions possible."

Rymax has developed an industry-leading loyalty model, providing an unparalleled combination of access to unlimited merchandise rewards and the ability to design customized turnkey incentive solutions that are proven to drive employee and consumer behaviors to yield desired results.

**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](http://www.rymaxinc.com).

**About IMRA**

The Incentive Manufacturers and Representatives Alliance (IMRA) is a Strategic Industry Group formed under the Incentive Marketing Association (IMA) to represent organizations that share similar products and services. For more information, visit <http://www.imraorg.net/>.

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