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FOR IMMEDIATE RELEASE:

**RYMAX MARKETING ADDS VILLEROY & BOCH TO EXTENSIVE ROSTER OF LUXURY
MERCHANDISE OFFERINGS**

***Villeroy & Boch Has Chosen the Largest Manufacturer's Representative as Exclusive Partner in
the Premium and Incentive Industry***

PINE BROOK, NJ – September xx, 2011 – Rymax Marketing Services, Inc., the largest manufacturer's representative in the Premium and Incentive Industry, is proud to announce a new partnership with Villeroy & Boch, a luxury tableware company known for its rich porcelain collections and 260-year heritage. The agreement provides Rymax with exclusive distribution rights for Villeroy & Boch's expansive product lines in the incentive and premium products channel. The award-winning collections are now available to ship exclusively through Rymax.

Villeroy & Boch offers a complete range of products for a perfectly set table: beautifully crafted dinnerware pieces, crystal and glass stemware, cutlery, and a vast array of serving pieces, accessories and gift items. With a history steeped in European tradition, the company's dinnerware sets the tables of Popes, crowned royalty and the most exquisite restaurants in the world. Villeroy & Boch has received many awards including the red dot design award for product design in 2011.

"Villeroy & Boch's elegant designs and excellent craftsmanship will ensure its products become very popular within our redemption programs. The company's focus on tradition, quality and authenticity is represented in every item created, and the collections make an excellent addition to our premium product selection," announced Rymax Director of Compliance Paula Ambrozic. "As the largest manufacturer's representative in the premium and incentive industry, we are thrilled to represent Villeroy & Boch in this channel."

Rymax will be showcasing several Villeroy & Boch pieces at the upcoming Motivation Show in Chicago, including the best-selling New Wave Caffé, New Cottage five-piece pasta set, and Fine Flavour bourbon tumblers and whisky carafes.

"As a leader in the luxury tableware market, Villeroy & Boch is pleased to partner with Rymax as our exclusive representative," said Bernard Reuter, president of Villeroy & Boch. "The company's excellent reputation and commitment to providing choice products and solutions, combined with our luxury product lines, will ensure a successful launch in this industry."

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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.

About Villeroy & Boch

Villeroy & Boch is a highly innovative company with a time-honoured tradition. It is one of the most important brands in Germany, Europe and indeed the world. Since its origins over 260 years ago, the ceramics manufacturing company founded in 1748 has developed into an international premium brand. Villeroy & Boch is represented in 125 countries around the world and has production facilities in Europe, Mexico and Thailand. It is headquartered in Mettlach, Germany. For more information, visit www.villeroy-boch.com