



Sarah Rohlfing
Marketing Manager
(973) 582-3217
srohlfing@rymaxinc.com
www.rymaxinc.com

FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE DISTRIBUTION AGREEMENT WITH VIOLIGHT

Violight Has Selected Rymax Marketing Services as Their Exclusive Representative in the Premium and Incentive Industry

PINE BROOK, NJ – September 22, 2011 – Rymax Marketing Services, Inc., the largest manufacturer's representative in the Premium and Incentive Industry, is proud to announce a new partnership with Violight Inc.. The agreement provides Rymax with the exclusive distribution rights for their complete product line of innovative UV Toothbrush Sanitizers and personal care products in the incentive and premium products channel. Their award-winning product line is now available to ship exclusively through Rymax.

Violight is known for their innovation and design. Most notably, their UV Toothbrush Sanitizers—which kill 99.9% of germs including strep, staph, e.coli, salmonella, and H1N1—have received accolades from the dental industry and have been recognized as one of the top health devices of the year by CNN. Their innovative UV sanitizing products received the prestigious Housewares Design Award, and Violight was chosen as one of Time Magazine's "Coolest Inventions of the Year." Their products have been prominently featured in leading consumer media outlets including news programs, consumer magazines and popular talk shows.

"Violight's innovative and award-winning products are an excellent addition to our novel and ground-breaking product selection. We are happy to grow our partnership together within the industry," announced Paula Ambrozic, Director of Compliance at Rymax. "As the largest manufacturer's representative in the premium and incentive industry, we are very excited to introduce Violight in this channel."

"Violight is excited to enter into this exclusive partnership with Rymax," said Fred Reffsin, President of Violight. "Our award-winning product line is well-suited to Rymax, with their innovative product offerings, reputation and experience. We look forward to the successful launch of our products 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 Violight

Violight, based in Yonkers, New York, is the leading brand in UV Toothbrush Sanitizers. Founded in 2004 Violight offers a full range of innovative and uniquely designed UV sanitizers for the home, and travel. Independent laboratory tests prove the technology eliminates up to 99.9% of germs, safeguarding the family from harmful bacteria and cross contamination. Violight products are available at major retailers and at www.violight.com