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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH MAJORICA JEWELRY

Majorica Has Selected Rymax Marketing Services as Their Preferred Partner for Distribution of Their Pearl Jewelry in the Premium and Incentive Industry

PINE BROOK, NJ – September 15, 2011 – Rymax Marketing Services, Inc., the largest national direct manufacturer's representative in the Premium and Incentive Industry, is proud to announce a new partnership with Majorica Jewelry, providing Rymax with the exclusive distribution rights for their pearl jewelry collection in the incentive and premium products channel. The organic, man-made pearl jewelry line is now available to ship exclusively through Rymax.

Majorica is a leading international pearl jewelry brand, and an excellent complement to the selection of aspirational luxury merchandise rewards in Rymax's incentive programs designed to drive employee and consumer behaviors. Majorica's jewelry line features pearls that have been man-made in an extensive one-by-one process, then hand strung and handset into individual jewelry pieces.

"Rymax is excited to add Majorica's exceptionally crafted pearl jewelry to our product offerings. These fashionable pieces are sure to become a favorite in our customer loyalty, employee engagement and corporate gifting programs," announced Paula Ambrozic, Director of Compliance at Rymax.

"Majorica is anxious to become part of the Rymax product selection," said Shannon Carmean, National Business Development Manager at Majorica. "With their commitment to providing the best in products and services, we are anxious to enter the premium and incentive industry with Rymax as our exclusive representative."

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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 Majorica

Majorica Jewelry is an international jewelry company producing organic, man-made pearls for over a century on the Mediterranean island, Mallorca, Spain. Majorica distributes product to over 100 countries around the world and can be found in upscale department stores. For more information, visit www.majorica.com.