



Contact: Sarah Rohlfing
Marketing Supervisor
(973) 582-3217
srohlfing@rymaxinc.com

FOR IMMEDIATE RELEASE:

RYMAX CELEBRATES EMPLOYEE APPRECIATION DAY

PINE BROOK, NJ — March 7, 2011 — Rymax Marketing Services, Inc., the largest National Direct Manufacturer's Representative in the incentive industry proudly celebrated annual Employee Appreciation Day on Friday, March 4. As a company that is rooted in creating a culture of recognition, Rymax understands the importance and impact of boosting morale by rewarding its employees.

The workplace celebration kicked off with a letter from the CEO thanking employees for their hard work throughout the year, followed by a companywide "breakfast of champions" – compliments of the senior leadership team -- encouraging employees to keep up the momentum. Upon returning to their desks, Rymax employees discovered that as part of the internal employee recognition program "Be a Part of It" points were awarded across departments by managers to let employees know their contributions to team goals are being noticed, valued and appreciated. Those points are banked in their MaxSite™ online rewards accounts, which can be built up to redeem for brand name merchandise rewards of their choosing.

Rymax doesn't wait for a holiday on the calendar to celebrate its employees; Friday was just one more way to reinforce how much each team member is valued by the company and their colleagues. In fact, multiple appreciation strategies are implemented throughout the year to reward employees, including on the spot recognition, years of service award ceremonies, annual picnics, holiday parties, seasonal team building exercises, and more.

"At Rymax we practice what we preach," said Dana LaSalvia, Director of Marketing at Rymax. "Rewarding behavior encourages and motivates employees to become more invested in the company, and ultimately creates a stronger, healthier and more productive organization. After all, a happy employee is a loyal employee."

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.