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FOR IMMEDIATE RELEASE:

**RYMAX NAMES PAUL GORDON AS VICE PRESIDENT OF
GAMING AND RESELLER SALES**

PINE BROOK, NJ — November 30, 2011 — Rymax Marketing Services, Inc., the largest manufacturer's representative in the incentive industry, announces the promotion of Paul Gordon to the position of Vice President of Gaming and Reseller Sales. Gordon's focus will be on expanding the Company's primary growth segments, leading multiple sales channels and capitalizing on the synergies of these channels.

Gordon previously served as Senior Director of Sales for Rymax. He has a strong record of successfully developing new customers and marketing programs. Gordon brings more than 25 years of experience to his new role, including his previous position as Vice President of Sales and Marketing for Konica Minolta.

"Programs that help companies reach their goals, reward consumer behavior and initiate trial are of the utmost importance in this economy," notes Gordon. "The recognition and goal attainment elements are a vital cornerstone for success and Rymax has seen great success in penetrating new and mature markets. Running multiple sales channels will allow us to have a stronger more cohesive voice to our current and future clients."

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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.