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FOR IMMEDIATE RELEASE:

RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH eZeebike USA, INC.

PINE BROOK, NJ - January 14, 2010 - Rymax Marketing Services, Inc., the largest brand name merchandise provider in the incentive industry, recently announced an exclusive partnership with eZeebike USA, Inc., a manufacturer known for designing and redefining electrically powered bicycles. eZeebike USA, Inc. is the exclusive distributor of eZee electric bikes in the United States and is now offering their products within the incentive industry exclusively through Rymax.

The US bicycle industry is over a \$6 billion industry with the sales of electric bicycles forecasted to rise tremendously over the coming years. eZee's electric bicycles are the most powerful, efficient, and comfortable on the market today. The company's lineup consists of several electric models, including beach cruisers, performance bikes, tricycles, and a compact foldable model that can easily fit in the trunk of a car.

"With the price of gas being a continuous point of concern and the current economic and political conditions reinforcing a push towards energy-efficiency we are very excited to add eZee bike to our exclusive brand offerings," says Paula Ambrozic, Director of Strategic Relations and Compliance at Rymax. "eZee bike understands the needs of consumers and is an excellent option for this growing market."

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About Rymax

Pine Brook, NJ based Rymax Marketing Services, Inc. is the largest US 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.

About eZee

Since 2001, eZee has been designing and redefining electrically powered bicycles by combining technology, quality, and styling and is recognized globally as the "Rolls Royce" of electric bicycles. eZee's electric bikes are the most powerful, efficient, and comfortable on the market today, featuring a state-of-the-art Lithium Polymer battery with a range of 20 to 25 miles at speeds up to 20 miles per hour. eZee currently has over forty independent retail locations in Canada, the United Kingdom, Switzerland, Italy, Netherlands, Belgium, Germany, France, Czech Republic, Norway, Australia, New Zealand, and South Africa. For more information, visit www.ezeebike.us.