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**FOR IMMEDIATE RELEASE:**

## **RYMAX ANNOUNCES EXCLUSIVE PARTNERSHIP WITH SHARON O'CONNOR'S MENUS AND MUSIC PRODUCTIONS**

**PINE BROOK, NJ** – May 7, 2010 - Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the incentive industry, recently announced an exclusive partnership with Sharon O'Connor's Menus and Music Productions. The company strategically combines cookbooks using world-class chefs, art, travel experiences, and music from renowned musicians which are now offered within the incentive industry exclusively through Rymax.

Founded in 1985 by Sharon O'Connor, Menus and Music Productions is an independent publishing company and music label that caters to those passionate about the fine arts of food, travel, and music. O'Connor travels the world, collaborating with master chefs and musicians to create *Menus and Music*, a series of gift-boxed gourmet cookbooks and music CDs that make cooking and entertaining at home more fun and interactive. The MusicCooks® series offers stylish boxed recipe cards with music in innovative packaging that can be customized for the incentive industry.

"Menus and Music is an obvious addition to the Rymax assortment of products," says Randy Toth, Director of New Business Development at Rymax. "These innovative products bring together food, art, and music, showcasing a fresh side of the home category that reaches a broader audience."

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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](http://www.rymaxinc.com).*

### **About Menus and Music**

*Renowned musician Sharon O'Connor, has built a career around her passions, travelling the world collaborating with great chefs and musicians, bringing together food, art, music, and travel to create *Menus and Music*®. These packages incorporate cookbooks with music and have sold over 3 million copies worldwide. For more information, visit [www.menusandmusic.com](http://www.menusandmusic.com)*