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FOR IMMEDIATE RELEASE:

RYMAX SPONSORS SAMSUNG'S FOUR SEASONS OF HOPE BENEFIT

For the fifth year, Rymax is a proud contributor to Samsung's charities for children

PINE BROOK, NJ—June 21, 2010—Rymax Marketing Services, Inc., the Largest Manufacturer's Representative in the Incentive Industry, recently celebrated its fifth year as a proud sponsor of Samsung's Four Seasons of Hope Gala. As in years past, the star-studded event was held at New York's Cipriani Wall Street.

Hosted by Regis Philbin, this year's event featured a special performance by Jennifer Lopez, whose Maribel Foundation promotes greater access to healthcare for women and children through its commitment to telemedicine. Additional honorees included former President Bill Clinton and sports legends Dan Marino, Boomer Esiason, NASCAR's Jimmie Johnson, and their respective charitable foundations. New to this year's program was honoree Matthew McConaughey and his j.k. livin foundation which is dedicated to helping teenagers lead active lives and make healthier choices toward becoming well-rounded, successful adults.

"As an organization committed to corporate social responsibility, we are proud of our association with both Samsung and their Four Seasons of Hope foundation," says Dana LaSalvia, Director of Marketing at Rymax. "We look forward to a continued partnership with Samsung and supporting their charitable endeavors for years to come."

In addition to a Platinum-level sponsorship, Rymax donated products for the Four Seasons of Hope Gala Silent Auction, giving away handbags, jewelry, electronics, and other luxury items.

Samsung's Four Seasons of Hope supports community-based foundations and charities headed by some of the country's favorite celebrities from the worlds of sports, entertainment, and politics. Since its inception in 2002, Samsung's Four Seasons of Hope has raised more than \$25 million for the charities, foundations, and schools it supports through partnerships with its business and retail partners.

By raising awareness for charitable causes, Samsung and their partners have helped to raise funds for children and families facing incredible odds. In addition to the organizations mentioned, donations from events like Samsung's Four Seasons of Hope Gala support the Magic Johnson Foundation, the Safe at Home Foundation, the Arnold Palmer Hospital for Children, and many others.

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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 Four Seasons of Hope

Now in its ninth year, Samsung's Four Seasons of Hope is an innovative philanthropic program that combines the forces of major national retailers with sports, music and civic personalities, to benefit children, families and communities in need. For more information on Samsung's Four Seasons of Hope, please visit www.fourseasonsofhope.com.

About Samsung Electronics America, Inc.

Samsung Electronics Co., Ltd. is a global leader in semiconductor, telecommunication, digital media and digital convergence technologies with 2009 consolidated sales of (US) \$116.8 billion. Employing approximately 188,000 people in 185 offices across 65 countries, the company consists of eight independently operated business units: Visual Display, Mobile Communications, Telecommunication Systems, Digital Appliances, IT Solutions, Digital Imaging, Semiconductor and LCD. Recognized as one of the fastest growing global brands, Samsung Electronics is a leading producer of digital TVs, memory chips, mobile phones and TFT-LCDs. For more information, please visit www.samsung.com.