

'mktg' and Maritz Announce Strategic Alliance

NEW YORK, May 27, 2009 /PRNewswire-FirstCall via COMTEX News Network/ -- 'mktg', inc. (Nasdaq: CMKG) and Maritz today announced a three-year strategic alliance in the field of direct-to-consumer promotions effective June 1, 2009. Under the terms of the alliance, Maritz will engage 'mktg' as its exclusive partner for certain direct-to-consumer programs, partnership and sponsorship marketing and the provision of a field sales and marketing force for consumer marketing programs on behalf of Maritz and its clients.

Under the terms of the arrangement, Maritz will initially receive shares of 'mktg' common stock in return for 'mktg' assuming certain client projects, and can earn additional shares of common stock if certain performance targets are achieved by 'mktg' under the alliance. 'mktg' will also be absorbing a significant number of Maritz employees to facilitate a seamless transition of some Maritz contracts to 'mktg'.

"Maritz is one of the leading sales and marketing services companies serving major corporations around the world," says Charles Horsey, President of 'mktg'. "We expect that this alliance will accelerate 'mktg's entry into new clients by combining the strength of the Maritz client relationships and sales organization with the unique 'mktg' service offering. We are also thrilled to be able to quickly absorb a team of seasoned professionals to continue to develop and deliver world class marketing programs for our clients."

John McArthur, Sr. Executive VP/ Development stated "Maritz is extremely excited about the alliance with 'mktg', which will assume responsibility for the services we provide for our clients on consumer events, sponsorships/co-marketing, social media marketing and media communications services. This relationship will allow us to bring greater breadth and depth of expertise and bench strength to Maritz' clients."

About 'mktg'

'mktg', inc. (Nasdaq: CMKG) is an alternative media and marketing services company headquartered in New York with full service offices in San Francisco, Chicago, Cincinnati and Toronto. The company currently serves a variety of the world's most recognizable brands, including Diageo, P&G, Nintendo, Pepsi, Nike, Apple, Scottrade, SAP and Google/YouTube. The company's services include experiential marketing, digital marketing, retail promotions and strategic research and planning. The firm's programs help its clients profitably connect with consumers and create networks of brand advocates to generate brand awareness and higher sales for its customers. For more information, please visit www.mktg.com.

About Maritz

St. Louis-based Maritz is a sales and marketing services company, which helps companies achieve their full potential through understanding, enabling, and motivating employees, channel partners and customers. Maritz provides market and customer research, communications, learning solutions, incentive initiatives, meetings and event management, rewards and recognition, travel management services and customer loyalty programs.

This press release includes statements, which constitute forward-looking statements made pursuant to the safe harbor provision of the Private Securities Litigation Reform Act of 1995. Forward-looking statements in this press release are not promises or guarantees and are subject to risks and uncertainties that could cause our actual results to differ materially from those anticipated. These statements are based on management's current expectations and assumptions and are naturally subject to uncertainty and changes in circumstances. We caution you not to place undue reliance upon any such forward-looking statements.

SOURCE 'mktg', inc.

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