

'mktg, inc.' Announces Change in Board of Directors

NEW YORK, Jan 28, 2010 /PRNewswire via COMTEX News Network/ -- 'mktg, inc.' (Nasdaq: CMKG), an alternative marketing and media communications agency, today reported that Herbert M. Gardner, John A. Ward, III and James H. Feeney had resigned from its Board of Directors. Following such resignations, Elizabeth Black and Richard L. Feinstein were appointed to the company's Board of Directors.

Ms. Black, who will chair the company's Compensation Committee, has been a human resources and organizational effectiveness consultant for over 25 years. She is currently the President of Change for Results, a human resources consulting firm she founded in July 2006. From January 2000 until founding Change for Results, she served as Director of Learning and Vice President - Human Resources of Keane, Inc., an IT services firm.

Mr. Feinstein, who will chair the company's Audit Committee, is a retired partner of KPMG LLP, and is currently a private consultant providing management and financial advice to clients in a variety of industries. From April 2004 to December 2004, Mr. Feinstein, as a consultant, served as Chief Financial Officer for Image Technology Laboratories, Inc. a developer and provider of radiological imaging, archiving and communications systems. From December 1997 to October 2002, Mr. Feinstein was a Senior Vice President and Chief Financial Officer for The Major Automotive Companies, Inc., formerly a diversified holding company, but now engaged solely in retail automotive dealership operations. Mr. Feinstein currently serves as a director and chair of the Audit Committee of EDGAR Online, Inc. and a director and chief financial officer of not-for-profit USA Fitness Corps. Mr. Feinstein, a certified public accountant and received a B.B.A. degree from Pace University.

Ms. Black and Mr. Feinstein join Greg Garville and Arthur G. Murray, who were appointed to the company's board on December 15, 2009, as newly appointed members of the Board. Mr. Garville is President of Union Capital Corporation. Union Capital is a private equity firm, which, through an affiliate, recently led a \$5 million financing in 'mktg, inc.' Mr. Murray is a managing director of Union Capital, and previously was the CEO of Sunshine Biscuits.

Marc Particelli, Chairman of the Board commented: "Herb Gardner, John Ward and Jim Feeney have served the company diligently over many years. The company appreciates all the efforts and contributions they have made for the company. Personally, I have enjoyed working with each of them and will miss their counsel. The new board members bring a fresh perspective and important skills to the Board in human resource management, financial controls, financing and operations, as the business is reset and enters what we believe will be an era of growth and profitability."

About 'mktg, inc.'

'mktg, inc.' (Nasdaq: CMKG) is an alternative media and marketing services company headquartered in New York with full service offices in San Francisco, Chicago, and Cincinnati. The company currently serves a variety of the world's most recognizable brands, and its 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.

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.

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