

'mktg, inc.' Receives Going Concern Audit Report for Fiscal Year Ended March 31, 2009

NEW YORK, Jan 27, 2010 /PRNewswire via COMTEX News Network/ -- 'mktg, inc.' (Nasdaq: CMKG), an alternative marketing and media communications agency, today reported in accordance with Nasdaq's Listing Rules that the audit report of its independent registered public accounting firm included in the Company's Annual Report on Form 10-K for the Company's fiscal year ended March 31, 2009 expresses doubt about the Company's ability to continue as a going concern as a result of recurring losses suffered by the Company and its working capital deficiency.

However, as previously reported, subsequent to the end of the fiscal year covered by the Annual Report, the Company consummated a \$5 million private placement of its securities. In addition, management has taken substantial steps at the end of fiscal 2009 and thereafter to reduce expenses, including reducing the Company's workforce by approximately 60 full-time persons in the aggregate. These efforts are expected to reduce compensation and general and administrative expenses by approximately \$8.6 million in the aggregate on an annual basis, and by \$6.2 million in fiscal 2010. As a result of the financing and these actions, management believes the Company has sufficient cash on hand, together with cash anticipated to be generated from operations, to fund its capital requirements for the foreseeable future.

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. 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.

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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