

Ace Marketing & Promotions, Inc. announces that it has retained the services of a professional sales coach, to enhance overall sales.

VALLEY STREAM, NY — October 17, 2007

Ace Marketing & Promotions, Inc., a premier Promotional Marketing solutions company, (OTCBB: AMKT) announces that it has retained the services of Rick Maher, a professional sales coach, to enhance overall sales productivity. In addition Mr. Maher will train, instruct and assist in the development of Ace's sales force. He will also create a training program to assist in the development of newly recruited sales consultants.

“We are very excited to have Rick join our team. He has been extremely successful in his field and we look forward to him bringing his expertise and energy to our sales force. We also feel as though the timing could not be better, with Ace offering several new marketing solutions to its client base”, said Ace president Michael Trepeta.

Mr. Maher added, “I am excited to be joining the Ace team. They offer more selling opportunities than any other traditional Promotional Products distributor that I have seen. With the switch from branded merchandise alone to a full array of marketing solutions, the company has positioned itself to be a real industry leader.”

In addition, Mr. Maher said, “With the marketing solutions available to sales consultant at Ace, I foresee a large influx of talent knocking on their door, and I look forward to being part of that growth.”

About Ace Marketing

Ace Marketing & Promotions, Inc., a premier Promotional Marketing solutions company. Its Corporate Overview is available at <http://www.acemarketing.net> on the “About Us” tab. In addition Ace has also added several new revenue stream models. The long-term strategic plan is for Ace find new opportunities while leveraging its core competencies.

For additional information, a copy of Ace’s public filings can be obtained on the Internet by going to www.acemarketing.net, clicking on links and then clicking on SEC Filings.
Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995.
Certain statements in this press release constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the company to be materially different from any future results, performances or achievements express or implied by such forward-looking statements. The forward-looking statements are subject to risks and uncertainties including, without limitation, changes in levels of competition, possible loss of customers, and the company’s ability to attract and retain key personnel.