

Ace Marketing & Promotions, Inc. announces a two year exclusive agreement with the New York State Troopers for ecommerce marketing solution.

VALLEY STREAM, NY — October 30, 2007

Ace Marketing & Promotions, Inc., a premier Promotional Marketing solutions company, (OTCBB: AMKT) announces that it has signed a two year exclusive agreement with the New York State Troopers PBA. The agreement gives Ace exclusivity to develop, operate and maintain the New York State Trooper's online company store and ecommerce site with an option for an automatic one year renewal.

Ace Marketing & Promotions will develop, operate and maintain two fully functional ecommerce sites for the New York State Troopers PBA. The first site will be completely enabled for retail ecommerce geared toward serving the general public, while the second site will be a member's only site. The member's only site will be geared toward active and retired New York State Troopers.

This agreement also provides Ace with the right of first refusal on all competitively bid promotional items outside the scope of the websites mentioned above. The right of first refusal gives Ace the option to match or outperform any other bidder.

"We are clearly excited about our alliance with Ace Marketing & Promotions, as it broadens our capabilities and expands our marketing opportunities. This agreement with Ace, an industry leader in promotional marketing, is consistent with our long-term marketing plan of expanding the PBA of the NYS Trooper's brand recognition," said Bill Staviski, Treasurer, New York State Troopers PBA. "We remain committed to providing comprehensive marketing solutions that best meet the needs of our active and retired members, as well as the general public. We will also continue to explore all of the marketing solutions available to us through our relationship with Ace Marketing, as we continue to make the NYS Troopers PBA the best it can be."

"We are pleased and honored to have been chosen as trusted advisors to the New York State Troopers PBA. Ace is well-positioned to execute on its shared vision with the Troopers and we look forward to providing our new partners with all of the marketing solutions necessary to achieve their goals", said Ace President, Michael Trepeta.

About Ace Marketing

Ace Marketing & Promotions, Inc. is 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.

Contact:

Contact:
Ace Marketing & Promotions
Valley Stream, NY
Michael Trepeta
President
516-256-7766