

## Ace Marketing & Promotions, Inc. Signs Joint Venture Agreement With Atrium Enterprises

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Ace Marketing & Promotions, Inc. (OTCBB: AMKT), announced today that they have entered into a Joint Venture Agreement with Atrium Enterprises, whereby Ace Marketing has received the exclusive rights to market and sell a customized version of Atrium's technology platform called, [www.ExperienceTheRewards.com](http://www.ExperienceTheRewards.com). In addition, Atrium will provide its sales services to Ace on an exclusive basis that will consist of selling promotional products, print sales and the like to Atrium's clients. In this respect, Ace has received its first sales order through Atrium which was in excess of \$400,000.

Atrium is a leader in the motivation, incentive and rewards industry, having a combined 30 years of experience and knowledge in this, approximately, \$6 billion marketplace. Atrium's mission is to fuse together a suite of marketing and service solutions with a family of products and services that develop, maintain, and enhance business relationships. For more information, go to: [www.atriumenterprises.com](http://www.atriumenterprises.com)

In addition, Atrium has agreed to develop a fully functional customized "Points Banking" platform for Ace Marketing called, "ACE REWARDS." "This platform will allow Ace Marketing to differentiate itself by offering reward points to all customers who purchase promotional products through Ace. This technology will allow Ace to compete at a higher level than their competition." said Atrium President Ken Sternfeld. Atrium will also provide an enhanced Solata marketing and communication module to the platform that would allow Ace Marketing to re-sell this "ACE REWARDS" platform to other entities within the promotional products industry. In addition Atrium agreed to create and introduce a sponsored Mobile Banking Debit Card to Ace Marketing and their customers. Atrium has granted Ace Marketing exclusive sales and marketing rights to both the "ACE REWARD" platform and the Mobile Banking Debit Card within the promotional products industry, and related industry organizations such as ASI and PPAI.

"We are very excited about the opportunity to bring a new and unique technology to our customer base and potentially to the entire \$18 billion promotional products industry," said Ace Marketing President, Michael Trepeta.

"Atrium's primary goal is to work strategically with industry leading companies to create total solutions for our customers. As a recognized leader in the promotional products industry, Ace and Atrium can now jointly offer our clients integrated online rewards programs that provide the diverse and proprietary technologies, products and services that both companies have been delivering to the market independently. We are pleased to have been selected by Ace to introduce loyalty and affinity rewards programs to Ace customers as an extension of their promotional products business model. We look forward to working with the Ace team for years to come to bring value to our companies and all the clients we serve," added Ken Sternfeld.