

Ace Marketing & Promotions is getting the Industry's attention with Counselor Magazine Cover Story and Ace's president speaking at the ASI Show-NY

Valley Stream, NY (June 14, 2008)--- Ace Marketing & Promotions, Inc. (OTCBB: AMKT) was featured in *Counselor* magazine's March issue cover story entitled "How We Became a Marketing Agency." Counselor Magazine, the Advertising Specialty Institute's monthly publication, is a must-read for anyone who needs to keep abreast of industry news and trends.

Ace is the lead "Distributor Case Study" featured in the article by Megan Hurst. In it Michael Trepeta, president, explains how the company took the leap from "being just a seller of promotional products to being a marketing agency that prides itself on its ability to provide marketing solutions to clients." Its transformation into an integrated marketing firm has been a success, with year to year sales increasing at about 20%. The key to this success? Trepeta points to the company's ability to provide a broad range of services which has enabled it to become "trusted advisors that provide promotional marketing solutions."

"It has taken some time and hard work, but I believe Ace is heading in the right direction, and it appears that the industry has noticed. Now, with the addition of proximity marketing to go along with our suite of marketing solutions, I see great opportunities ahead of us. Hopefully the industry will be hearing a lot more about us in the near future" said CEO, Dean Julia.

Counselor has been the voice of the promotional products industry since 1954. Counselor subscribers are industry leaders and sales professionals who represent approximately \$18 billion in buying power. Counselor's readers, a total audience of 27,500, represent the most powerful group in the ad specialty industry.

In addition to the cover story in *Counselor* magazine, Ace's president, Michael Trepeta, was invited by ASI as a panel speaker for the new *ASI Show-New York* on May 6, 2008. As stated on www.asicentral.com, "With more distributors within the New York City metro area than any other region in the country, *ASI-New York* will provide a dynamic environment for suppliers and distributors to conduct business. As the first and only major show in New York, *The ASI Show-New York* is expected to draw a wide audience from around North America and the world."

"It was an honor speaking at the ASI Show, and we appreciate ASI and *Counselor* magazine giving us the opportunity to tell our story" added 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.

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.

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