

Ace Marketing Spotlights in Counselor's PromoGram: Distributor Tests Marketing Medium at NASCAR Race

VALLEY STREAM, NY — July 10, 2008

Ace Marketing & Promotions, Inc., a premier Promotional Marketing solutions company, (OTCBB: AMKT) announces that the *Counselor Magazine*, the leading publication in the over \$18 billion promotional marketing industry released an online news article about the Company. The article highlights Ace's Proximity Marketing Solution. The technology was successfully tested at last weekend's Coke Zero 400 at the famed Daytona International Speedway in Florida.

Proximity marketing is the delivery of content through Bluetooth and Wi-Fi services to enabled devices (think cell phones). When fans reached certain hot spots at Saturday's NASCAR race (the range is 300 feet for Bluetooth, 600 feet for wi-fi), they would be prompted once on their phones. By choosing to accept, they had access to event information, videos, messages from the drivers, and even what was on the food menus around the race track (branded content from Chevrolet and Coke was also included). It works independently of the phone carrier and doesn't cost anything to receive the information.

Click [here](#) to see the article.

<http://www.asicentral.com/asp/open/news/promogram/vol547.asp>

About ACE Marketing & Promotions Inc.

Ace Marketing & Promotions Inc. (AMKT) www.acemarketing.net.

Ace Marketing & Promotions Inc., based in New York, is a full-service promotional marketing company offering a wide array of business solutions. Ace Marketing is a global leader in proximity marketing with proprietary Bluetooth and Wi-Fi integrated technology that establishes the benchmark for how multimedia messages are being delivered. Established in 1998, the Company has built a successful, scalable business platform capable of consolidating a portion of the promotional products industry.

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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