

Ace Marketing & Promotions, Inc. announces the addition of Susan Cohn Rockefeller and Carola Mack.

VALLEY STREAM, NY — July 22, 2008

Ace Marketing & Promotions, Inc., a premier Promotional Marketing solutions company, (OTCBB: AMKT) announces that Susan Cohn Rockefeller and Carola Mack have joined Ace as consultants to assist in introducing new business opportunities and to create market awareness for the Company and its solutions.

Ms. Rockefeller and Ms. Mack will focus mainly on Ace's proximity marketing which is the delivery of content through Bluetooth and Wi-Fi services to enabled devices (cell phones). When a person reaches a certain hotspot (the range is 300 feet for Bluetooth, 600 feet for Wi-Fi), they are prompted on their phones. By choosing to accept, they then receive the desired content. Ace's proximity marketing works independently of the phone carriers and has no cost to receive the information.

"These women are very well known for being eco-friendly philanthropists and conservationists. Their vast contacts and personal relationships will be able to educate the right people about Ace and what we are trying to accomplish," said Ace president, Michael Trepeta. "It has already been a tremendous experience working with them both. It is exciting to be involved with two people with a vision that combines great business sense and a dedication to environmental stewardship."

"I joined Ace Marketing because I support their vision in moving forward with a greener technology for the delivery of information. As a new medium for delivering both rich content and basic offers, proximity marketing can have a real impact on our everyday lives as consumers," stated Ms. Rockefeller.

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.

For Media Inquiries & Interviews Contact:

Ace Marketing & Promotions

John Exley

AMKT@acornmanagementpartners.com

404-474-4638 x13