

Ace Marketing & Promotions and Blue Bite Strengthen their agreement in an effort to Create the Largest Proximity Marketing Mobile Ad Network in the U.S.

New York, NY (Marketwire - March 31, 2010) - Ace Marketing & Promotions, Inc. (OTCBB: AMKT) and Blue Bite, LLC today announced they have entered into an agreement which will enable the two companies to combine their efforts on a joint network. As part of the agreement, Ace Marketing and Blue Bite have the ability to cross-market each other's networks to their current and prospective advertising clients, giving both companies a larger sellable footprint, and providing advertisers with greater reach and scale. In addition, Ace Marketing has been granted the exclusive right to sell Proximity Marketing products/services within the Sports & Entertainment vertical in the U.S. The goal of this agreement is to create the largest Proximity Marketing network in the U.S. with hundreds of locations in the top 10 Designated Market Areas (DMAs). The potential mobile downloads for this network should be in the millions. The highly-targeted and user friendly medium will allow advertisers to deliver virtually any type of content directly to the mobile devices of their target demographic. This technology provides a delivery mechanism that allows users to receive information from advertisers that is both relevant and FREE. For the mobile advertisers, this technology creates an opportunity to capitalize on delivering relevant content in the right context (i.e. delivering coupons at the point-of-purchase).

Ace CEO Dean Julia stated, "We are extremely pleased with our renewed and strengthened relationship with Blue Bite, and we are all very excited about the enormous potential of our Proximity Marketing Network."

Ace President Michael Trepeta said, "Ace Marketing and Blue Bite have been working together for over 2 years now and have successfully executed many high-profile campaigns with clients such as; Coca-Cola, Sprint, NASCAR, Macy's, ABC, Electronic Arts, and General Motors just to name a few." Mr. Trepeta added, "We believe that by expanding the network coverage throughout sports arenas, concert venues, movie theatres, shopping malls, bars, coffee houses, supermarkets and other out-of-home venues that we will continue to attract premium national advertising clients while providing consumers with a wide variety of entertaining, valuable and engaging content."

The technology used by Ace and Blue Bite was recently recognized as best-in-class, winning the 2009 Mobile Excellence Award for 'Best Mobile Advertising' in the Mobile Technology Category. This category honors the best mobile advertising platform, service, function or package serving the advertising community that is consumer friendly in integrating the advertising experience. Upon receiving the award, Blue Bite CEO Mikhail Damiani said, "We are very proud to receive this award as it validates all of our hard work over the past several years and lends credibility to our mobile advertising approach. Recognition by independent third party judges is a true testament to our commitment in carrying out the highest level campaigns for our clients, partners and consumers." Blue Bite President Thomas Duncan added, "We are very excited to join forces with Ace in the evolution of our business and the development of our permanent network which we believe will bring added value to both our clients and the advertising audience."

About Ace Marketing & Promotions, Inc. (OTC BB: AMKT)

Ace Marketing & Promotions Inc., is a New York based, full-service promotional marketing company offering a wide array of business solutions which include; Branding and Branded Merchandise, Mobile Marketing Solutions, Website Development, ACE CMS Platform, and Direct Relationship Marketing Solutions. Ace Marketing & Promotions Inc. is a 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. Ace's Corporate Overview is available at <http://www.acemarketing.net> on the "About Us" tab. Ace has recently added several new revenue stream models. The long-term strategic plan is for Ace to find new opportunities while leveraging its core competencies. For a demo of Ace's Proximity Marketing you can visit <http://www.acemarketingdemo.com> or <http://www.proximitymarketingus.com>. For additional information, a copy of Ace's Form 10-K and other exchange act filings can be obtained on the Internet by going to www.acemarketing.net, clicking on links and then clicking on SEC Filings.

About Blue Bite

Blue Bite is a leading provider of targeted location-based mobile advertising solutions. Blue Bite utilizes Bluetooth and WiFi technology to deliver virtually any digital media content to captive audiences on their personal mobile devices. Blue Bite's proprietary system allows consumers to download this content free of charge and gives advertisers the ability to interact with their desired audience within a targeted geographic location (i.e. point of purchase). After recently completing a successful nationwide rollout with several out-of-home partners, it has established a network footprint large enough to give advertisers the ability to reach hundreds of thousands of unique mobile phone users during a campaign. As a full-service proximity advertising provider, Blue Bite manages all aspects of the campaign including geographic scouting, hardware installation, digital media creation, and detailed reporting and analysis. Blue Bite has also revolutionized out-of-home advertising with the ability to provide industry first statistics.
www.BlueBite.com

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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