



The Connecticut Sun step into the future, introducing Proximity Marketing to its fans with the help of Ace Marketing & Promotions.

UNCASVILLE, Conn. --(Marketwire - 04/28/10) - Ace Marketing & Promotions, Inc. (OTC: [AMKT](#)) announces the installation of its Proximity Marketing Network in the Mohegan Sun Arena for the WNBA's Connecticut Sun upcoming season. The Connecticut Sun will be the first professional sports team to offer a Proximity Marketing program to its fans at all home games for the 2010 season. Through Ace's Proximity Marketing technology, photos, video content, audio ringtones and an array of special offers can be delivered via Bluetooth or Wi-Fi to Sun fans on their mobile device. To receive the free downloads, simply enable your Bluetooth and opt-in once you receive the prompt.

"The Connecticut Sun is always looking for new and creative ways to reach out to our fans," Vice President and General Manager Chris Sienko said. "This is unique and exciting new technology and it's not been utilized in professional sports to this extent."

"The Mohegan Sun Arena is a perfect location for Proximity Marketing. For the Sun, it provides the ability to control digital content distribution over airwaves within the facility" stated Ace's President, Michael Trepeta. "Over time, posters, banners and hanging signage become transparent to fans, whereas, Proximity Marketing breaks through the clutter and delivers rich content directly to their mobile device. Fans now leave with content from their favorite team or player. It allows Sun fans the opportunity to receive special offers, discount and information they want, for free. Proximity Marketing delivers an interactive experience that will keep both sponsors and fans coming back."

To try out Proximity Marketing come to any Connecticut Sun home game this season. The Sun will open its eighth season at Mohegan Sun Arena on Saturday, May 15th by hosting the Chicago Sky at 3:30 p.m. Season tickets and mini-plans are on sale now, and can be reserved by calling The Connecticut Sun Sales Department at 1.877.SUN.TIXX (786-8499) or by visiting www.connecticutsun.com.

About Ace Marketing & Promotions, Inc. (OTCBB: 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.

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.

Media Contact:

Ace Marketing & Promotions, Inc.

Legend Securities, Inc.

Thomas Wagner

800-385-5790 x152

718-233-2600 x152

twagner@legendsecuritiesinc.com

Connecticut Sun

Bill Tavares

Media Relations Manager

860.862.4073

btavares@connecticutsun.com