

Ace Marketing & Promotions launches a Regional Proximity Marketing Network in Quick Serve Restaurants across Long Island.

New York, NY - --(Marketwire - 05/11/10) - Ace Marketing & Promotions, Inc. (OTC: [AMKT](#)) announces today that it has launched a proximity marketing network in 60 franchisee owned and operated Quick Serve Restaurant locations across Long Island, thus creating its first regional network.

Ace's Proximity Marketing technology can communicate with customers Bluetooth or Wi-Fi enabled cell phones upon entering each franchise location within the network, sending an array of special offers to users who agree to opt in. The content, which is sent through the Proximity Network by Ace, and completely independent of any cell phone service provider, is always FREE to the recipient.

This technology has the ability to provide advertisers with real-time statistical reports on the effectiveness of each campaign, detailing how many total users received the content and also how many proceeded to download it. Proximity Marketing advertising operates on a pay-per-download basis, with advertisers paying each time their content is accessed.

The company has been running multiple-location trials throughout the year, and based on the success of those trials, the company is now launching this new and innovative marketing technology on a full time basis across the entire network.

Dean Julia, chief executive of Ace Marketing, said: "We are offering brands the opportunity to reach millions of consumers with relevant engaging content which is completely measurable for the advertisers and free for the user. The Quick Serve Restaurant's that make up our network average approximately 1 million business transactions per week, which equates to an enormous amount of foot traffic. Our plan is to convert that foot traffic into downloads."

Regional Proximity Marketing campaigns will be handled centrally by Ace Marketing and can be remotely tailored to meet the needs of each individual franchise location. Campaigns will include both franchise specific offers, as well as third party advertising and other relevant regional information.

"We were looking to deploy a simple, easy-to-adopt mobile solution that allowed us to promote our brand while offering our customers relevant content, specials offers and discounts. Ace was able to provide that and much more. By becoming part of their Proximity Marketing Network, we are able to cross-market within our region and drive business to our various locations," says Jeff Polizotto, owner/operator of 8 Long Island based Dunkin Donuts Franchise locations.

"Partnering with Ace Marketing has given us a great way to reach our customers beyond the

traditional advertising methods and the flexibility of Ace's platform allows us to effectively promote a wide range of products and events for us and our marketing partners."

Ace Marketing president, Michael Trepeta added, "This network will offer an additional marketing platform for third party brands and sponsors to work within a specific demographic and/or geographic region to reach a wide audience in a targeted way. Quick Serve Restaurant chains are a major sponsor throughout the sports and entertainment industry, which makes the cross marketing opportunity limitless. With the growth and success of this network, we hope to expand into other regions and create a larger national footprint."

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.

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