



SPAR Group Announces Partnership with Sales Services International

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WHITE PLAINS, N.Y., Jan. 23, 2018 (GLOBE NEWSWIRE) -- SPAR Group, Inc. (Nasdaq:SGRP), a leading supplier of retail merchandising, business technology and other marketing services in ten countries throughout North America, Latin America, Asia Pacific and Africa, today announced a global partnership with Sales Services International (SSI), a pan-European network of independent agencies that provides merchandising and field marketing services to 26 countries in Europe.

The partnership makes SPAR Group the representative agency for the SSI network in all countries where SPAR operates and expands the reach of SPAR to 36 countries worldwide, including all of Europe. As a member of SSI, SPAR will now be able to actively pursue and participate in global initiatives and opportunities for brands and retailers worldwide.

"We are thrilled to become a member of SSI," commented Christiaan Olivier, Chief Executive Officer of SPAR Group. "They have shown that independent agencies can be a force in a region by working together cooperatively for the benefit of the client and have consistently become a leading agency in their respective countries. The SSI members provide a guarantee for top quality, effectiveness and tailor-made actions, making a difference for their clients across Europe."

"SPAR Group is known for consistently delivering high quality service across multiple geographies and we are excited to welcome them into the SSI family. The addition of SPAR Group's presence in North and Latin America, Asia and Africa considerably expands the reach of the SSI network outside of Europe," said Dieter Stempel, President of SSI.

About SPAR Group

SPAR Group, Inc. is a diversified international merchandising and marketing services Company and provides a broad array of services worldwide to help companies improve their sales, operating efficiency and profits at retail locations. The Company provides merchandising and other marketing services to manufacturers, distributors and retailers worldwide and coordinates the operations through the use of multi-lingual proprietary technology which drives the logistics, communication and reporting for global operations and customers. SPAR works primarily in mass merchandiser, office supply, value, grocery, drug, independent, convenience, toy, home improvement and electronics stores, as well as providing furniture and other product assembly services, audit services, in-store events, technology services and marketing research. The Company has supplied these project and product services in the United States since certain of its predecessors were formed in 1979 and internationally since the Company acquired its first international subsidiary in Japan in May of 2001. Product services include restocking and adding new products, removing spoiled or outdated products, resetting categories "on the shelf" in accordance with client or store schematics, confirming and replacing shelf tags, setting new sale or promotional product displays and advertising, replenishing kiosks, providing in-store event staffing and providing assembly services in stores, homes and offices. Audit services include price audits, point of sale audits, out of stock audits, intercept surveys and planogram audits. Other merchandising services include whole store or departmental product sets or resets (including new store openings), new product launches, in-store demonstrations, special seasonal or promotional merchandising, focused product support and product recalls. The Company currently does business in ten countries that encompass approximately 50% of the total world population through its operations in the United States, Canada, Japan, South Africa, India, China, Australia, Mexico, Brazil and Turkey. For more information, please visit the SPAR Group's website at <http://www.sparinc.com>.

About Sales Services International

Sales Services International (SSI) is a pan-European network of independent agencies that provide field marketing services across Europe. SSI offers services including sales forces, merchandising, promotions and audits. SSI works across a range of products and sectors from fast-moving consumer goods to technology products, financial services, telecom and more. With over €350m of accumulated revenue from its members and more than 42,000 people on the field, SSI is the European leading provider of field marketing services with an expertise in developing and executing multi-country projects, bringing operational consistency, process and cost optimizations and increased sales to its customers. For more information, please visit the SSI's website at www.ssinetwork.com.

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