



## SPAR Group Announces Appointment of New SVP of Business Development

June 5, 2018

WHITE PLAINS, N.Y., June 05, 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 the appointment of Ken Drish as Senior Vice President of Business Development effective June 4, 2018.

"Ken has significant experience in our industry with long-standing relationships with retailers and consumer product goods companies. Having lived and worked in the Bentonville area for the last ten years, Ken also brings relationships with important industry participants located in that market. His experience, which also includes time at SPAR Group, will allow him to get up to speed and add value to the team quickly," commented Gerry Marrone, Chief Revenue Officer.

"I'm excited to be joining SPAR. The strategic course that the company has set is significantly enhancing the value proposition of our services and will help our clients exceed their goals at retail," said Ken Drish.

Mr. Drish has 30 years of experience in the retail/consumer goods industry including sales leadership positions at Acosta, CROSSMARK, and Driveline.

### 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, 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 Product services include restocking and adding new products, removing spoiled or outdated products, resetting categories "on the shelf" in accordance with client or store schematics, confirming and replacing shelf tags, setting new sale or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>.

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