



## SPAR Group Announces Promotion of Gerry Marrone to Chief Revenue Officer

November 30, 2017

WHITE PLAINS, N.Y., Nov. 30, 2017 (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 promotion of Gerry Marrone as Chief Revenue Officer, effective December 1, 2017. Mr. Marrone joined SPAR in January of 2017, serving as SVP of Sales and Marketing. In this expanded role, Mr. Marrone will be responsible for seeking and leading strategic alliances and other business relationships, which is an important area of future growth for the Company. In addition, he will be responsible for developing capabilities and best practices within the sales and marketing function that will be shared and implemented across the organization and the international network.

"I have been working closely with Gerry for a number of months and have been impressed with his contribution," commented Christiaan Olivier, Chief Executive Officer of SPAR Group. "We are fortunate to have such a talented and extremely capable leader within our organization. I have the pleasure of announcing his promotion today and I look forward to continuing to work together in the coming years as we grow the company."

"I appreciate the opportunity to play a larger role in taking SPAR Group to the next level by leading efforts to add new services in new markets, while continuing to grow our existing base of business," said Mr. Marrone. "I am enthusiastic about building on the successes of 2017 to deliver an even better 2018 and beyond."

Mr. Marrone has an extensive entrepreneurial background that has spanned 30 years in marketing services, experiential marketing, professional sports, Internet retailing and big box retail. As one of the early stage members of PromoWorks, he helped build the leading in-store marketing and demonstration agency in America, which was named No. 3 in the 10th Annual Entrepreneur Magazine and Dun & Bradstreet "Hot 100", a listing of the 100 fastest-growing new businesses in America. He developed and launched the first Partnership Marketing division at On-Campus Marketing (OCM), a leading on-line retailer servicing more than 1,000 colleges throughout the U.S. Mr. Marrone was the Director of Strategy at leading national retailer Bed Bath & Beyond, held executive level positions at two Omnicom experiential agencies - Pierce Promotions and Eventive Marketing, and was the General Manager of Sky Blue FC, the 2009 World Champion of Women's Professional Soccer. He earned a B.S. in Marketing from Montclair State University.

### 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, 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>.

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