



SPAR Canada Awarded Clorox Partner of the Year

December 6, 2018

WHITE PLAINS, N.Y., Dec. 06, 2018 (GLOBE NEWSWIRE) -- SPAR Canada, a division of 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 that it has been awarded Partner of the Year by the Clorox Company.

SPAR Canada was honored among all Clorox Canada business partners, winning the "Clorox Canada Partner of the Year." SPAR Canada won this award for demonstrating excellence in retail execution. The company was recognized for its innovative merchandising programs that allow visibility and insight at the individual store level, which ultimately closed gaps in distribution in multiple categories.

"We are proud to be recognized as Partner of the Year," said Niana Reid, General Manager of SPAR Canada. "Based on our retail expertise and proprietary technology, we are able to take a proactive approach that significantly improves customer outcomes. With dedicated client management, we offer flexibility for Clorox to visit stores and launch new products/ fixtures when and where needed. As a result, the client can more rapidly deploy products with fewer distribution gaps."

SPAR Canada develops and executes merchandising programs based on client schedules and objectives. SPAR Canada services mass, grocery, drug and gas & convenience stores on a weekly basis SPARview™, our proprietary technology, focuses on retail solutions, operational efficiencies, lowering costs and increasing sales.

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>.

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Source: SPAR Group