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## **SPAR Group Enters New Zealand**

### **Expands International Presence, Complements Operation in Australia**

TARRYTOWN, N.Y., Feb. 28, 2007 -- SPAR Group, Inc. (Nasdaq:SGRP) today announced it has entered the New Zealand market, further expanding the company's international presence and complementing its existing operation in Australia.

SPAR Group said the geographic expansion follows the company's entry into Australia last year and is part of an agreement with Face and Cosmetic Trading Services Pty. Ltd. ("FACTS"), based in Melbourne, to form SPAR FACTS Pty. Ltd. The entity is 51% owned by SPAR Group.

Robert Brown, chairman and chief executive of SPAR Group, said, "Following our successful entry into the Australian market in 2006, we will provide a similarly wide range of merchandising and marketing services to retailers and manufacturers throughout New Zealand. We are happy about expanding our presence in this dynamic region, adding an important new country as we grow our international base of business."

Gavin Brown, managing director of SPAR FACTS Pty. Ltd., said, "As per our original plan, we are pleased to be extending the successful working relationship we have established with SPAR Group. I am confident that the early successes we have experienced in Australia, facilitated by SPAR Group's technology know-how and the ability to collaborate with professionals on an international scale will continue to provide a significant competitive advantage to our clients throughout New Zealand."

#### About SPAR Group

SPAR Group, Inc. operates internationally through its subsidiaries and joint ventures in Canada, Japan, China, Hong Kong, Australia, Turkey, South Africa, India, Romania, Latvia and Lithuania, and is a diversified international marketing services company, providing a broad array of services to help companies improve their sales, operating efficiency and profits at retail worldwide. The company provides in-store merchandising, in-store event staffing, RFID and other technology, as well as research to manufacturers and retailers covering all product classifications and all classes of trade, including mass market, drug store, electronic store, convenience store and grocery chains, throughout the United States and internationally. For more information, visit the company's Web site, [www.sparinc.com](http://www.sparinc.com).

Certain statements in this news release are forward-looking, including, but not limited to, the rollout and success of the expansion to New Zealand. The company's actual results, performance and trends could differ materially from those indicated or implied by such statements as a result of various factors, including (without limitation) the continued strengthening of SPAR Group's selling and marketing functions, continued customer satisfaction and contract renewal, new product development, continued availability of capable dedicated personnel, continued cost management, the success of its international efforts, success and availability of acquisitions, availability of financing and other factors, as well as by factors applicable to most companies such as general economic, competitive and other business and civil conditions. Information regarding certain of these and other factors that could affect future results, performance or trends are discussed in SPAR Group's annual report on Form 10-K as amended, quarterly reports on Form 10-Q, and other filings made with the Securities and Exchange Commission from time to time.

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