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## **SPAR Group Expands In-Store Demo Business With Acquisition of Louisiana Company**

TARRYTOWN, N.Y., Jan 20, 2004 -- SPAR Group, Inc. (Nasdaq:SGRP) today announced it has completed the acquisition of the business and certain assets of Bert Fife & Associates, Inc. and certain affiliates, providers of specialized in-store retail demonstration and merchandising services, based in Gonzales, Louisiana, near Baton Rouge. Terms of the transaction were not disclosed.

Bert Fife & Associates specializes in product placement, in-store demonstrations, sampling and related merchandising services to the retail sector.

"We believe the in-store demonstration business is synergistic to our core business, and we have targeted the segment as a growth area. This transaction complements SPAR Group's offerings in this niche merchandising segment, adds to our geographic penetration and furthers our growth strategy," said Bob Brown, SPAR Group's chairman and chief executive officer. "We welcome our new colleagues into the SPAR family and look forward to providing our customers with these specialized and other profit-enhancing merchandising services."

SPAR Group, Inc. is a diversified marketing services company, providing a broad array of productivity enhancing products and services to help Fortune 1000 companies improve their sales, operating efficiency and profits. The company provides in-store merchandising, in-store demonstration, database and research services in general retail, mass market, drug and grocery chains throughout the United States and internationally.

Certain statements in this news release are forward-looking and involve a number of risks and uncertainties, both known and unknown. Such statements include, but are not limited to, the success of this acquisition and the likelihood of providing additional services to customers, increased penetration in the acquired market, and other factors that could affect future results, performance or trends, some of which are discussed in SPAR Group's annual report on Form 10-K, quarterly reports on Form 10-Q, and other filings made with the Securities and Exchange Commission from time to time.

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