



April 27, 2004

SPAR Group Finalizes Purchase of Certain Assets of National MegaForce

Transaction Enhances SPAR's Sales Strength, Adds Experienced Executives, New Customer Relationships

TARRYTOWN, N.Y.--April 27, 2004-- SPAR Group, Inc. (Nasdaq:SGRP) today announced it has finalized the acquisition of certain assets of Atlanta-based competitor NMI Acquisition Partners, LLC, which operated as National MegaForce, Inc. Terms of the transaction were not disclosed.

Founded in 1994, National MegaForce provided a full array of specialty marketing services to help major retail establishments improve their sales. The two principals of National MegaForce, Scott M. Sloan and Renee Campese, have joined SPAR.

Robert G. Brown, SPAR's chairman, president and chief executive officer, said, "We are delighted that Scott and Renee are part of the SPAR team. Both are highly respected marketing services veterans in the retail sector, who were instrumental in the growth of National MegaForce. They bring to SPAR unparalleled industry expertise and a solid base of well established customer relationships."

Sloan, 52, the founder National MegaForce, has served as its president and chief executive officer and is based in Atlanta. Campese, 42, joined National MegaForce in 1994, was executive vice president, and is based in Cincinnati.

"We are pleased to be part of the marketing services industry leader," Sloan said. "SPAR adds a host of significant resources and state-of-the-art technology that we can offer to the many companies with whom we have established our working relationships over the past decade."

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, database and research services to general retail, mass market, drug, and grocery chains both, throughout the United States and internationally.

Certain statements in this news release, including, but not limited to, benefits to be derived from the transaction, are forward-looking in nature and involve a number of risks and uncertainties (both known and unknown.) 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's selling and marketing functions, continued customer satisfaction and contract renewal, new product development and marketing, continued technological superiority over its competitors, continued availability of capable dedicated personnel, continued cost management, the success of its international efforts, and other factors, as well as by factors applicable to most companies such as general economic, competitive and other business and civil conditions. Information respecting certain of these and other factors that could effect future results, performance or trends 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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