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SPAR Group Focuses on Sustainability and Green Innovation Through Global Paperless Merchandising Process

WHITE PLAINS, N.Y., May 6, 2014 (GLOBE NEWSWIRE) -- SPAR Group, Inc. (Nasdaq:SGRP) ("we," the "Company" or "SPAR Group"), a leading supplier of retail merchandising and other marketing services throughout the United States and internationally, is announcing innovations focused on sustainability and green initiatives through the Company's proprietary global end-to-end paperless merchandising process.

SPAR is pleased to announce the automation of the entire merchandising services process from recruiting to reporting. Capabilities include, identifying and on-boarding of personnel, deployment to the specific programs(s), providing client instructions for each specific initiative, executing the project, exception reporting, customer reporting, and analysis - all enabled in a paperless fashion via SPAR's proprietary platform. Customers can use the SPAR on the GO application, which compiles execution, maps, statistics, pictures, and product data all viewable and communicated through their Smartphone or tablet device in real-time.

The sophisticated suite of applications improves efficiency, reduces costs and turnaround time, eliminates errors, and aligns with the customer's sustainable and paperless strategies. In addition to the paperless focus, SPAR has enabled other sustainable applications such as SPAR Route, which identifies the most efficient merchandiser and route for a particular job, resulting in reduced CO2 emissions.

Panos Mastrogiannis, Chief Information Officer of SPAR Group, stated, "There are estimated to be over 3 trillion pages printed annually worldwide from digital hardcopy devices, according to IDC. A company our size normally prints 4.5 million pages annually. This is why it was of critical importance to utilize our technological capabilities to seize this big opportunity and contribute to a more sustainable environment."

Mr. Mastrogiannis continued, "Our ability to leverage our technological research and development capability to move toward a green and fully paperless operational solution is a satisfying achievement. Our software platform offers automation, real-time data access and improved efficiencies. Our ability to maintain cutting edge technology further establishes our leadership in the industry, excellent client relations and a competitive advantage."

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, grocery, drug, independent, convenience, electronics, toy and specialty 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 operates throughout the United States and internationally in 8 of the most populated countries, including China and India. For more information, visit the SPAR Group's website at <http://www.sparinc.com>.

Forward-Looking Statements

Certain statements in this news release and made in the update conference call are forward-looking, including (without limitation) expectations or guidance respecting building upon the Company's strong foundation, leveraging compatible global opportunities, improving on the value we already deliver to customers, our growing client base, continuing balance sheet strength, customer contract expansion, growing revenues and becoming profitable through organic growth and acquisitions, attracting new business that will increase SPAR Group's revenues, improving product mix, continuing to maintain or reduce costs and consummating any transactions. Undue reliance should not be placed on such forward-looking statements because

the matters they describe are subject to known and unknown risks, uncertainties and other unpredictable factors, many of which are beyond the Company's control. 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 those factors and other risk factors and cautionary statements that could affect future results, performance or trends are discussed in SPAR Group's most recent 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. All of the Company's forward-looking statements are expressly qualified by all such risk factors and other cautionary statements.

CONTACT: Company Contact:

James R. Segreto

Chief Financial Officer

SPAR Group, Inc.

(914) 332-4100

Investor Contact:

Valter Pinto

Alliance Advisors, LLC

(914) 669-0222

valter@allianceadvisors.net

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