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SPAR Group Appoints Chief Information Officer and Provides Shareholders With an Update on Its Technological Advances

WHITE PLAINS, N.Y., April 7, 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, today announced the appointment of Panos Mastrogiannis as Chief Information Officer and Executive Officer. Along with this announcement, the Company is providing shareholders with an update on the Company's technological advances.

Jill Blanchard, President and Chief Executive Officer of SPAR Group, stated, "Panos has and continues to play an instrumental role in the advancement of our technology platforms. Over the years as our company has expanded, Panos and his team have found innovative ways to seamlessly onboard new customers, new services and new international partners, all while keeping us on the leading edge of technology. One of our strongest competitive advantages is our ability to deliver universal multilingual applications that reflect our global customers' needs and ultimately deliver a better and sometimes custom product worldwide. In addition to leading our efforts as Chief Information Officer, Panos is an instrumental part of our Executive team. He is responsible for the development and administration of the IT operating budgets, capital expenditures, compliance with Sarbanes Oxley, and providing overall guidance on the strategic plan while remaining focused on developing next generation solutions even before our clients request them."

Mr. Mastrogiannis has been with SPAR since 1998, starting off as a software developer and playing various roles over the years outside of IT including managing research, field and Client Service personnel. These experiences have provided him with the ability to lead SPAR Group's IT department with a broader business view. Panos holds a Bachelor's degree in Computer Science and an MBA in Information Systems and currently serves as an adjunct instructor teaching technology and business courses at the college level since 2005. Panos has been a guest speaker at World Alliance for Retail Excellence & Standards (formerly National Association of Retail & Merchandising Services) and holds several certifications in RFID and SQL.

SPAR Group Technology /IT Operations Overview:

- Multi-lingual platforms with bilingual options for global customers dynamically implemented to allow SPAR to start working in new markets in less than 30 days;
- GPS enabled maps displaying in-store activity in real-time;
- Opportunity tracking system allowing SPAR the flexibility to address challenges and avoid future problems;
- Data collection capability to include pictures, signatures, GPS and shipment tracking, out-of-stocks, voids, returns and much more, utilizing Handheld Computers, Smart Phones and Tablets;
- Real time executive summaries and dashboards with actionable data available on the web and mobile devices.

Panos Mastrogiannis commented, "Since beginning my career with SPAR Group in 1998, technology within the industry has dramatically evolved. Today we manage over 170 applications in our custom Enterprise Resource Planning (ERP) system. We are currently researching and testing new technologies such as real-time hardware independent chat features with our in-store merchandisers, wearable mobile devices, and voice-enabled Smart Phone and Tablet applications. Mobility is the future, and we have already established our presence in it. Today we manage thousands of Handheld Computers along with Smart Phones and Tablets to collect vast amounts of real-time data including pictures, out of stocks, voids, and returns. SPAR Group services provide turnkey global technology solutions that optimize the efficiency and reliability of the sales and merchandising industry worldwide."

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.

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