



September 1, 2009

## **SPAR Group Completes Successful Product Reset At One of Canada's Largest Retailers**

### **SPAR Group's Innovative Retail Merchandising Technology Saves Canadian Tire Man Hours and Capital**

TARRYTOWN, N.Y., Sep 01, 2009 -- SPAR Group, Inc., a leading supplier of retail merchandising and other marketing services throughout the United States and internationally, today announced the successful completion of a major product reset for Canadian Tire, one of Canada's largest retailers.

The product reset consisted of removing and replacing approximately 17,000 items, all in similar packaging, in over 400 stores across Canada. SPAR Group's innovative retail merchandising technology addressed the problem by designing a new specific program to complete the task combined with new planograms for the use of old and new shelving displays. SPAR Group's crews were able to effectively reduce the process from two steps into one, creating significant savings in both man hours and capital for Canadian Tire.

In total, SPAR Group's implementation reduced the time spent on the project by 20%, which translated into significant saving for both Canadian Tires and their primary fastener supplier, ITW.

"When we were approached by Canadian Tire and their partners, we immediately realized we could use our advanced technology to assist in the re-shelving of the products with significant cost benefits to the client," stated Mr. Larry Deverett, President of SPAR Canada Company. "This project was one of the most productive, fastest and cost effective resets SPAR Group has completed. Previous resets of this type took over 25,000 man hours and we did this one in less than 20,000."

Mr. Gary Raymond, Chief Executive Officer, President and Director of SPAR Group, continued, "We continue to make significant strides in extending our international presence through successful relationships with international market leaders such as Canadian Tire. Management is pleased to see and congratulate the SPAR Group Canada team on their ability to act in an efficient, time effective manner while providing our customer with valuable cost savings and superior service."

#### About SPAR Group

SPAR Group, Inc. 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, convenience store and grocery chains. The company operates throughout the United States and internationally in Japan, Canada, Turkey, South Africa, India, Romania, China, Lithuania, Latvia, Estonia, Australia and New Zealand. For more information, visit SPAR Group's Web site, [www.sparinc.com](http://www.sparinc.com).

Certain statements in this news release are forward-looking, including, but not limited to, attracting new business that will increase SPAR Group's revenues and continuing to maintain costs. 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, quarterly reports on Form 10-Q, and other filings made with the Securities and Exchange Commission from time to time.

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