



February 1, 1999

Sam Roh, Formerly with Toys 'R' Us Joins SPAR

Sam Roh joined SPAR Marketing Force effective February 1, 1999. Sam was formerly Vice President as well as an owner of MARC (Marketing and Retail Concepts) Merchandising Company. Prior to that he was National Corporate Manager at Toys 'R' Us for 4 years responsible for vendor servicing, toy and warehouse inventories, budgeting and planning. Sam comes to SPAR with extensive knowledge and reputation in the toy industry. Now, as Vice President, National Sales, Toys, for SPAR he will be responsible for helping to spearhead our effort in this area.