



September 14, 2005

Marketing Services Veteran Shirley Ko to Head SPAR Group's Joint Venture Company in China

TARRYTOWN, N.Y., Sep 14, 2005 -- SPAR Group, Inc. (SGRP) today announced the appointment of Shirley Ko as general manager of SPAR (Shanghai) Field Marketing Company Ltd., a recently formed joint venture headquartered in Shanghai, China.

Ko joins the company following recent approval from the Chinese government that allowed the formation of the joint venture, which is expected to be operational during the fourth quarter of 2005. She brings to SPAR more than 20 years of relevant sales and marketing services experience throughout the Asian market, most recently having served as corporate development manager of Sims Trading Company in Hong Kong.

A graduate of the Hong Kong Polytechnic University, Ko's prior experience includes sales and marketing positions with Pernod Ricard Asia, Orangina International and DCH Beverage Solutions Company.

Robert G. Brown, SPAR Group's chairman and chief executive officer, said, "We are fortunate to have attracted an executive with the experience and talent of Shirley Ko.

"She is a proven, highly respected executive in the Asian marketplace and will be instrumental in the final planning stages and successful launch of our joint venture later this year."

SPAR (Shanghai) Field Marketing plans to offer a wide array of specialized marketing services for retailers and manufacturers throughout China, including in-store merchandising and demonstration, as well as comprehensive data collection. The company's services are expected to cover more than 50 cities, including Shanghai, Suzhou, Hangzhou, Nanjing, Ningbo, Beijing, Dalian, Chengdu, Chungqin, Guangzhou, Shenzhen and the Pearl River Delta.

"SPAR (Shanghai) Field Marketing Company represents a solid business opportunity for SPAR, as well as for retailers, manufactures and Chinese consumers alike," Brown said. "All of our new dual-language systems and customer reports will be provided in real time, 24/7, throughout the world. We are confident that our services will help manufacturers and retailers gain significant market penetration and establish lasting brand value in this important, growing region."

SPAR Group initiated operations in India, Turkey and South Africa last year and in Romania earlier this year, after establishing its first joint venture in Japan in 2001. SPAR also has a wholly owned subsidiary in Canada.

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, electronic store, convenience store and grocery chains, throughout the United States and internationally.

Certain statements in this news release are forward-looking, including, but not limited to, the launch and success of its new China joint venture and further benefits to be derived from its international expansion program. 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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