
Marathon Projects Ltd.

Innex Shares Success With Kids In Need

Videogame Distributor Donates Percentage to Kids in Need Foundation Helping
Provide Free School Supplies to Impoverished Children

(Midland Park, NJ - July, 2009) Innex, a major distributor of videogame peripherals and accessories, today announced that it has signed a cause marketing license agreement with the Kids In Need Foundation. Marathon Projects Ltd, the licensing agency for the Kids In Need Foundation negotiated the transaction. This will be the latest partnership agreement under the Kids In Need Foundation cause licensing program.

Believing that the meaning of success is the ability to help others, Innex, Inc. has announced that it will donate a percentage of its sales revenue to the Kids In Need Foundation, a charity that provides free school supplies to impoverished children. Moving forward, Innex will allocate a portion of all revenue, including sales of its exclusive brands (Komodo, Retro-Bit, Exo-Flex) to Kids In Need.

Innex was established by Titi and Joey Ngoy, brothers whose family fled to a Thai Refugee Camp from Cambodia in 1979 while the country was suffering from violent revolution and extreme poverty inflicted by Pol Pot and the Khmer Rouge. Titi and Joey's parents arrived in America with nothing, but managed, through hard work, to provide their children with the education necessary to prosper.

“Through our own family experience, we are very aware of the importance of an education and the difficulties faced by impoverished children,” stated Titi Ngoy, President of Innex. “Teaming up with Kids In Need offers us the opportunity to make a contribution to a charity that is near to our heart and will hopefully make a difference in the lives of kids who need an extra hand getting ahead.”

David Smith, Executive Director of the Kids In Need Foundation stated, “Kids In Need is very excited to partner with Innex since videogames are an important part of our youth's culture. To be able to integrate Innex's videogame peripheral and accessory program with Kids In Need has fundamental appeal for both companies and helps strengthen Kids In Need's mission to provide school supplies for more children who need them.

Craig Kalter, President of Marathon Projects added, “As the momentum of the Kids In Need Foundation cause marketing licensing program continues, we hope that more potential licensees will realize the multiple benefits that working together in such a program can provide. It really can be a win-win situation for all.”

Research shows that when children are provided with basic school supplies their grades go up, their confidence increases and their attitude toward learning improves. The Kids In Need Foundation is the number 1 charity focused on America's under-funded educational system. Kids In Need provides free school supplies to impoverished children as well as curriculum grants to under-funded teachers.

About the Kids In Need Foundation

The Kids In Need Foundation is a national 501(c)(3) charitable organization founded in 1995. The Foundation's mission is to ensure that every child is prepared to learn and succeed by providing free school supplies nationally to students most in need. The Kids in Need National Network of Resource Centers includes 23 facilities that allow teachers from low-income schools to obtain free school supplies for their students. In addition, Kids In Need Teacher Grants provide K-12 educators with funding to provide innovative learning opportunities for students. The Kids in Need Foundation has distributed nearly \$300 million in school supplies since its founding, directly benefiting 1.6 million students and 100,000 teachers annually, and has awarded \$1 million in grants to teachers. The Kids In Need Foundation has received Charity Navigator's highest four-star rating, indicating that it executes its mission in a fiscally responsible way and outperforms most other charities in America. For more information, visit www.kinf.org. Follow Kids In Need on Twitter, <http://twitter.com/kidsinneed>

About Innex™

Innex was launched in 2004 as a distributor of video game related products with a particular emphasis on video game peripherals. The company has experienced exceptional growth in just five years and is poised to become one of the leading providers of gaming accessories worldwide. In addition to its extensive global distribution capabilities, Innex also provides its business partners with the opportunity to develop their own private label brands by offering an Original Equipment Manufacturer (OEM) program. Simultaneously, Innex has positioned itself as a product sourcing agent, providing expert consultation to companies looking for specific video game related products that are either unavailable through other vendors, or difficult to find or manufacture. <http://www.innexinc.com> or call (866) 659-7177