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SPAR Group Establishes New Internet Division to Market Its Application Software

Initial Focus on Productivity Improvement Applications

TARRYTOWN, N.Y., March 13, 2000 -- SPAR Group Inc. (Nasdaq:SGRP) today announced the formation of a new Internet division to market its application software products and services.

"SPAR has a reputation for providing its merchandising and marketing services clients with timely, remote information collection capabilities utilizing the company's innovative software and related Internet applications. These products have created an opportunity to leverage our experience. We believe the applications realized through our software will have tremendous value as stand-alone products in the marketplace," said Bob Brown, SPAR Group's chairman and chief executive officer.

"The company has a number of Internet software applications in its inventory, which have been invaluable for improving our own operating efficiencies. SPAR's new Internet division will be dedicated to marketing several software products to businesses with multiple locations and large workforces -- with a particular emphasis on those organizations that require assistance with improving their day-to-day efficiency and overall productivity."

Brown added that SPAR's Internet division will initially focus on the retail, consumer goods and manufacturing sectors -- areas of particular strength and expertise for SPAR.

He noted that the division will focus on the B2B market and initially offer:

1. Internet applications that make businesses more productive by reducing operating costs through building "paperless" operating environments.
2. Internet-based remote training applications that enhance employee productivity by combining the use of online incentive rewards with more traditional training curriculums.

"Our initial focus on productivity stems from the efficiencies we have gained internally by improving productivity in every aspect of our business. We believe our new division will rapidly attract a following in the market for productivity applications and we look forward to further software application introductions," Brown added.

SPAR Group Inc., a diversified marketing services company, provides a broad array of marketing and sales support to Fortune 1000 companies who outsource elements of their marketing and sales efforts. The company provides in-store merchandising services in more than 18,000 grocery stores, 6,200 drug stores and 8,800 mass merchandisers. The company uses Internet-based, proprietary software to deliver innovative marketing and sales solutions in incentive and database marketing, research and teleservices.

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