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Spar Group Appoints Founder of Catalina Marketing to Board

40-Year Veteran of Retail and Marketing Services Industry

TARRYTOWN, N.Y., July 12, 2001--SPAR Group Inc. (Nasdaq:SGRP) today announced the appointment of George W. Off to its board of directors, increasing the board to six members.

A founder of Catalina Marketing Corp. (NYSE:POS) and a 40-year veteran in the retail marketing industry, Off most recently served as chairman of Catalina. Prior to his position as chairman, he served as president and chief executive officer.

During his eight-year tenure as chairman and president, revenues quadrupled, net income increased six-fold and market capitalization increased from \$250 million to \$1.5 billion.

"We are extremely pleased that George Off has accepted our invitation to join the board of directors. He is an expert in technology with special emphasis on scanning data applications. George also has extensive experience in the retail sector. We welcome his contributions and insight as we continue our growth," said Robert G. Brown, chairman and chief executive officer of SPAR Group.

Off joins recently appointed board member Jerry B. Gilbert, a 39-year veteran of the health and beauty care industry; Jack W. Partridge, a 25-year veteran of the food industry, former vice chairman of the Grand Union Co. and former senior executive with The Kroger Co.; and Robert O. Aders, president emeritus of the Food Marketing Institute, Acting Secretary of Labor in the Ford Administration and former chairman of the Kroger Co.

A graduate of the Colorado School of Mines with a bachelor of science degree in mathematics, Off began his career in the retail grocery industry as a box boy at age 15.

He has held executive positions at Lucky Stores Inc. and Safeway Stores. He is a member of the Food Merchandisers' Education Council and also a member of the board of directors of Telephone and Data Systems Inc. and Eckerd College in St. Petersburg, Fla.

SPAR Group Inc., a diversified marketing services company, provides a broad array of productivity enhancing products and services to help Fortune 1000 companies improve their sales, operating efficiency and profits.

Organized into four operating divisions, SPAR provides in-store merchandising, database and research services through its Merchandising Division in general retail, mass market, drug and grocery chains.

Through its Incentive Division, the company provides a wide variety of consulting, creative, program administration, travel and merchandising fulfillment services to companies seeking to retain, train and motivate employees to higher levels of productivity.

Through its Internet Division, the company provides a series of Internet productivity improvement applications designed to help companies increase operating efficiencies and train employees in remote locations.

SPAR's International Division, through a joint venture with a large Japanese wholesaler, is poised to provide in-store merchandising, database and research services in general retail, mass market, drug and grocery chains.

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