



April 2, 2003

Lorrence Kellar Joins SPAR Group Board of Directors

TARRYTOWN, N.Y., April 2, 2003 -- SPAR Group, Inc. (NASDAQ:SGRP) today announced the election of Lorrence T. Kellar to its board of directors, expanding the number of directors to seven.

Kellar, 65, held a 31-year career with The Kroger Co. (NYSE:KR), where he served in various financial capacities, including group vice president for real estate and finance, and earlier, as corporate treasurer. He held responsibility for all of Kroger's real estate activities, as well as facility engineering, which coordinated all store openings and remodels. Kellar subsequently served as vice president, real estate, for K-Mart.

"Lorrence Kellar's experience in new store development and remodeling will be invaluable to our organization as part of the Great Openings program we offer our clients," said Robert G. Brown, SPAR Group's chief executive officer. "Moreover, his financial acumen and years serving Kroger in senior financial management capacities will serve us well at the board level in his capacity as a 'financial expert' on our audit committee."

Kellar also serves on the boards of Frisch's Restaurants and Multi-Color Corporation. He also is a major patron of the arts and has served as chairman of the board of the Cincinnati Ballet.

SPAR Group, Inc. is a diversified marketing services company, providing a broad array of productivity enhancing products and services to help Fortune 1000 companies improve their sales, operating efficiency and profits. The company provides in-store merchandising, database and research services to general retail, mass market, drug and grocery chains throughout the United States and internationally.

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