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FOR IMMEDIATE RELEASE

NEW ARCHWAY MARKETING SERVICESSM BRAND IS LAUNCHED

Gage Marketing Services has changed its name – effective January 1, 2003

MINNEAPOLIS (January 13, 2003) – Gage Marketing Services, a division of AHL Services, Inc., a leader in marketing execution services, today announced its new name, Archway Marketing ServicesSM. The name change is effective January 1, 2003.

Archway Marketing ServicesSM (Archway) provides the industry's most comprehensive suite of marketing execution services, including fulfillment, customer service and information management solutions. For over 50 years, Archway has provided innovative marketing execution solutions to many of the world's leading companies.

Theresa (Terry) Niles, President of Archway, stated, "Though our name is changing to Archway Marketing Services, our breadth of services, our commitment to excellence and our dedication to our clients' success will remain absolutely unchanged. We selected the name *Archway* because it reflects feedback from our clients on our performance. To our clients, Archway Marketing Services represents stability and trust, performance and innovation, and partnership and business acumen."

"Since July 1998, when AHL acquired the businesses of Gage Marketing Services from Gage Marketing Group, LLC, we have been working to clearly communicate our company's mission, vision and brand identity. Our name change is another milestone in Archway's strategy to focus exclusively on marketing execution services," Ms. Niles also commented.

Archway, a division of AHL Services Inc., specializes in building consumer and business-to-business relationships. Their offerings include promotion, direct marketing and trade fulfillment services, customer service and information management. They also provide back-end services such as inventory management, and transportation and logistics support. Headquartered in Minneapolis, Archway Marketing Services, has multiple facilities across the United States, Canada and Mexico. Archway works with many of the Fortune 500 companies to create marketing solutions and ensure flawless program execution. For more information, please visit www.archway.com.

AHL SERVICES, INC.

AHL Services, Inc., (NASDAQ: AHLS), headquartered in Arlington, VA, is a leading provider of marketing support services in the North America. Services provided by AHL include the integrated fulfillment of products, promotions and trade materials, customer relationship management, information management and merchandising services. AHL also owns a specialized staffing business in Germany that it intends to divest.

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