

Reynolds and Reynolds Sales Organization Recognized As Best of the Best

DAYTON, Ohio, January 10, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced it received top honors for the Best Run Automotive Sales Organization in the 2006 *Selling Power* Sales Excellence Awards competition. In recognition of the honor, Reynolds was presented with a prestigious Stevie™ Award and joined other award-winners announced at the ceremonies, including WebEx Communications, Marriott International, Corporate Express, Wells Fargo, and CareerBuilder.com.

The first annual *Selling Power* Sales Excellence Awards are part of the American Business Awards, which originated the Stevies – so nicknamed from the Greek word for “crowned” and often described as the business world’s version of an Academy Award™. Reynolds also won a Stevie Award in 2004 for Best Customer Service Organization.

More than 230 nominated sales executives from around the world attended the banquet held in Las Vegas in December 2006. Reynolds Sales Vice President Ron Lamb accepted the award on behalf of the company. “The recognition is a testament to the hard work and dedication of our sales organization and their commitment to remember who’s boss – the customer,” Lamb said. “We’re pleased to have been selected as a winner and honored among such a worthy and notable group of companies.”

The Reynolds sales organization was recognized for executing against a number of key objectives for the company in 2006.

The awards in 2006 marked the first year for the recognition of the Best Run Automotive Sales Organization. The award is jointly sponsored by *Selling Power* magazine and The Stevie Awards.

“We congratulate all of the Stevie winners and finalists in the first annual *Selling Power* Sales Excellence Awards for their accomplishments,” said Gerhard Gschwandtner, founder and publisher of *Selling Power*. “As these awards grow in entries over the years, these companies will be able to look back with pride and say they were the first-ever winners of these coveted awards.”

A total of 49 awards were presented in more than 40 sales categories. In all, more than 600 companies and individuals were submitted for consideration for the awards. The *Selling Power* Sales Excellence Award is one of four Stevie Awards programs and was created to honor and generate public recognition of the accomplishments of sales professionals worldwide

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