

Search Engine Ad Management now Available from Reynolds Web Solutions

*Paid Search Ad Management from Reynolds Helps Dealerships
Better Track Web Advertising Dollars and Results*

DAYTON, OHIO – January 25, 2009 – The Reynolds and Reynolds Company today announced the availability of its newest service from Reynolds Web Solutions, Search Engine Ad Management (SEAM). For dealerships using a Reynolds WebMakerX® Web site, SEAM can help them more effectively spend their marketing dollars through paid search ad management for online search engines. Targeting the right audiences with paid ads helps drive a higher rate of quality traffic to the dealership's Web site, which can produce more quality leads for the dealership's products and services and, as a result, increase sales.

"As dealerships turn more toward online digital marketing and away from traditional newspaper advertising, Reynolds' Search Engine Ad Management will help them maximize the effectiveness of their spending for Web advertising," said Trey Hiers, vice president, Corporate Marketing, at Reynolds. "This service provides dealerships with an easy way to identify where their Web marketing dollars are being spent and gain a better return on their ad dollar investment on the Web."

With SEAM, Reynolds' Search Ad Specialists combine their knowledge with sophisticated technology to help dealerships reach the right people at the right time with the right messages with their online ads and avoid ad sources that do not produce new leads.

Reynolds administers the overall ad campaign on an ongoing basis for the dealership – from building online ads, to selecting the key advertising terms that drive the most Web site traffic, to managing the bid process for online ad space. Ads are displayed in search engines and on other Web content sites from leading search engine providers.

Reynolds Web Solutions offers Web site design, search engine marketing and optimization, inventory management, and internet marketing and sales training – all backed by Reynolds' world-class customer support team. In addition to SEAM, Reynolds recently has added new capabilities to its WebMakerX sites, including consumer interactive themes and inventory features and Online Service Reservations (OSR). (www.reynoldswebsolutions.com)

About Reynolds

Reynolds and Reynolds is the automotive industry's largest and most trusted provider of automobile dealership software, services, and forms to help dealerships improve business results. The company is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas, and Celina, Ohio. (www.reyrey.com)

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