

## Reynolds and Reynolds Announces Xtime as Approved Vendor

*Xtime Joins Companies Certified to Access DMS Data Safely and Securely*

**DAYTON, Ohio, February 2, 2007** – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, announced an agreement with Xtime that enables Xtime's flagship software product, ServiceCRM™, to access data in the Reynolds ERA® dealership management system through a secure interface.

Xtime's ServiceCRM software combines consumer web scheduling, service BDC automation, advanced shop control and sophisticated service marketing into one complete and unified solution for automotive service departments. By combining all these features into one, easy-to-use, affordable system, Xtime gives automotive dealerships the ability to schedule and manage more service appointments per working day, driving profitability through increased customer-paid service.

The continuous, two-way flow of information between ServiceCRM and ERA is expected to create a single, integrated, multifunctional service management tool that strengthens the dealer's sales processes and profitability as well as eliminates points of double data-entry for users at both ends.

Certification by Reynolds through the Reynolds Certified Interface program is more than a simple acknowledgement that two platforms exchange data. It is a seal of approval that ensures critical information interchanged between ServiceCRM and the ERA system can be exchanged without compromising the data or the performance of the dealership management system.

"We're excited about the benefits this relationship can bring to the many Reynolds customers," said Neal East, CEO of Xtime. "We also appreciate the safe and secure environment in which we can handle the data exchange with the dealership management systems. It assures that our work with the dealer will be smooth and seamless."

Bob Schaefer, director of Data Services for Reynolds and Reynolds, added: "By working collaboratively with vendors who have joined the Reynolds Certified Interface program, our dealership customers can be assured that their data is safe and access to the data is secure and monitored."

The Reynolds Certified Interface program allows non-Reynolds software application providers access to a dealer's DMS data using standard data interfaces. A Certified Interface helps ensure dealer information security, integrity, privacy, and confidentiality. Reynolds works with all Certified Interface vendors to ensure functionality and vendor interface support is provided by Reynolds award-winning Technical Assistance Center.

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### **About Xtime**

Xtime is the leading provider of CRM solutions for automotive service operations. With over 700 dealerships and over 1,000,000 appointments booked, Xtime's ServiceCRM is designed for maximum performance and value. By merging and automating consumer direct bookings with full service BDC capabilities and sophisticated shop management, dealerships realize significant increases in customer satisfaction while maximizing service drive throughput and profitability. Privately held, Xtime's investors include Draper Fisher Jurvetson, RPM Ventures, and Innovacom, the venture capital arm of France Telecom. Xtime is based in San Mateo, Calif. and can be reached at 650-653-4000, or [www.xtime.com](http://www.xtime.com).