

**Reynolds Chairman Bob Brockman Reaffirms Commitment
to ERA Dealership Management System during NADA Media Briefing**

Reynolds customer service and business practices will continue to lead in the market

DAYTON, Ohio, February 8, 2007 – Reynolds Chairman Bob Brockman addressed the media during the recent NADA convention and underscored the company’s commitment to its core ERA dealership management system software and to the business practices and brand attributes that have been synonymous with Reynolds in the eyes of customers for decades.

“The ERA system will continue to be enhanced and will likely be supported for the next 20 years or more,” Brockman said. “It’s one cornerstone for our brand and one of our best opportunities to continue to fortify our position with customers. ERA customers want improvement, not change. That’s what we will deliver, based on what customers themselves have told us is important in their business. Frankly, I believe we will be a two-product software company – ERA and POWER – probably forever.”

During his remarks, he also indicated that the reputation Reynolds has earned for customer service, which already is the best in the business, is one he expects will continue to improve. “These processes and practices will continue intact,” Brockman said. “The business practices that Reynolds has developed also are well known as the friendliest in the industry. I can assure you that Reynolds contracts and business practices will remain in place and lead the market.”

Brockman also indicated that improvements in product development will be one of the most tangible benefits customers can expect as Reynolds moves forward. “In the same way that our focus on the customer is institutionalized at Reynolds and an integral part of our brand,” he said, “we also brought to this company a discipline in product development and programming that is equally well institutionalized. As a result, not only do we have the research and data that bring the voice of the customer into the company, now, we also have a much more effective and efficient way to deal with those customer inputs and insights.”

Brockman concluded by emphasizing the complementary strengths that were brought together in the company and the unique opportunity to build an even stronger company in ways that will benefit all Reynolds customers. He said: “Today, we are one company with one brand: Reynolds and Reynolds. One set of customers. One set of business practices. One leadership team, blended from the best talent of both companies. And, one overarching goal: deliver superior software and support that does the best job possible in helping our customers do their jobs in the best way possible to maximize their sales and their profits.”

To read more complete excerpts from Mr. Brockman’s remarks to the media at NADA, [click here](#).

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