

Reynolds Certified Interface Program Surpasses 100 Partners and Growing

DAYTON, OHIO – August 6, 2007 – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced reaching a significant milestone of more than 100 third-party companies now approved in the Reynolds Certified Interface (RCI) program. The RCI program, which has proven successful with dealers and third parties, provides safe, secure and monitored interfaces for third parties to use in accessing information from Reynolds' dealership management systems (DMS) - ERA® or POWER. RCI helps ensure that third parties in the United States and Canada receive only data a dealership intends and that tools are available to monitor and track what data is being accessed by whom. The program also provides third parties with technical support and software upgrades that improve compatibility and make the exchange of data more reliable.

"Our goal when we created the RCI program was to help protect the access of our customers' data at the same time that we provided a viable means for dealers to safely exchange data with third parties," says Trey Hiers, vice president of Corporate Marketing for Reynolds.

Hiers adds, "In this day and age of heightened attention to data security, a supported, certified interface between the Reynolds DMS and other companies enables our customers to more readily mine their business data, while keeping information access completely at their discretion, when they grant permission."

While passwords and logins are important, many dealers have found that these tools are simply not enough. Third parties given access to the DMS can easily venture into unauthorized areas of the system. This compromises the safety of the data and puts the dealer at legal risk. Channeling third-party providers into the RCI program allows monitoring data access by both Reynolds as the DMS provider and dealers as the data owners. Working together in this manner, dealers can better control their interaction with third parties, allowing access to only the data they authorize.

"The methods used by non-certified vendors can't guarantee any sort of stability or reliability," explains Matt Nowicki of IAS, L.P., maker of SmartDealerProducts and an RCI partner. "The RCI program makes the end-user experience so much better."

Reynolds has been moving data on behalf of dealers since the 1970s and the RCI program has been successfully balancing data security and accessibility with many of the very standards just now being officially adopted by the rest of the industry.

Hiers concluded, "Our commitment is to continue to deliver the most trusted brand in the industry. The RCI program and partnering with dealers on data security is one more example of that commitment put into practice."

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 maximize sales and profits and 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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