

## Reynolds Launches “Be First” Marketing Campaign for Web Solutions

*Campaign Spotlights Reynolds Web Solutions Capabilities for Automotive Retailers*

**DAYTON, OHIO – September 30, 2008** – Reynolds and Reynolds has announced a new marketing campaign featuring its Reynolds Web Solutions business centered on the “Be First” theme. The campaign helps demonstrate Reynolds’ commitment to its Web Solutions business and its ability to help dealerships become first in the minds of consumers who are considering doing business with the dealership.

Print ads from the “Be First” campaign position Reynolds Web Solutions alongside “famous firsts” throughout history and focus on different aspects of Reynolds Web Solutions’ capabilities for helping automotive retailers “be first” on the Web – from brand experience to value to convenience. The premiere ad features Neil Armstrong’s first steps on the moon and the Reynolds WebMakerX® Web site technology platform.

Nicole Case, director of Web Product Planning, said, “Our fundamental message to dealers is that WebMakerX sites help them ‘be first’ to claim the online Web space with potential customers and, in turn, ‘be first’ with those who are looking to purchase or service vehicles at the dealership. The campaign also speaks to our commitment as a business to ‘be first’ as a leading provider for Web solutions.”

WebMakerX sites from Reynolds Web Solutions can help dealerships increase their sales, build their brand image, and develop customer loyalty before a customer ever visits the dealership. Each site includes SpiderMaze® Searchability to improve the site’s search index ranking, LeadTrap™ Design to attract and capture more Internet leads from consumers, and OneClick™ Destination to take consumers anywhere they want to be on the site in just one mouse click. Dealerships may also choose from a number of additional WebMakerX site features, including virtual test drive videos, parts and accessories portals, and alternate language site options.

In addition to print ads, the “Be First” campaign includes a mix of online customer testimonials, speaking engagements by Reynolds Web experts, industry articles, and direct mail.

Moreover, the Reynolds Web Solutions Web site [www.reynoldswsolutions.com](http://www.reynoldswsolutions.com), which is powered by the WebMakerX platform, also echoes the “Be First” theme and serves as a showcase for Reynolds’ capabilities and vision for what the Web can be for dealers.

Reynolds Web Solutions offers a comprehensive suite of cutting-edge Web solutions for automotive retailers in the U.S. and Canada. Services include 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 2008, Reynolds was recognized by dealers with a Gold Award for Internet Training in the Dealers’ Choice Awards from Auto Dealer Monthly magazine.

###