

Reynolds and Reynolds Acquires DiversiForm, A Leading Forms and CRM Provider to Automotive Dealerships

DAYTON, OHIO – October 29, 2008 – The Reynolds and Reynolds Company today announced the acquisition of DiversiForm, Inc., a national leader in high-quality, innovative printed forms and documents, as well as CRM and direct mail services. Terms were not disclosed.

Reynolds will combine DiversiForm with its existing Integrated Documents Solutions business, expanding its overall capabilities by extending DiversiForm's strong product line and reputation to Reynolds' broader customer base. Reynolds and Reynolds currently is the leading provider of automotive retail business forms and document solutions.

“Our heritage business at Reynolds is designing and producing business forms for automotive dealerships, which we have been doing successfully since 1927,” said Jerry Kirwan, senior vice president and general manager of Document Solutions at Reynolds. “We continue to strengthen our leadership in this area, building on our forms and documents knowledge and putting that knowledge to work for dealerships. In addition to our heritage business, we have expanded our portfolio of products to include solutions to help dealerships with their branding, promotional products, document management services, and support for meeting their compliance needs – including our flagship LAW® product. The acquisition of DiversiForm is one more substantial step forward that will enable Reynolds to serve customers more completely with document solutions, direct mail, and branding materials.”

DiversiForm is one of the top distributors for business forms, labels, and CRM solutions to the automotive market. The company, which was founded in the 1980s, has built a national reputation for customer service and unique, innovative products that help dealers operate more effectively and profitably.

Kirwan indicated Reynolds plans to continue to serve the current DiversiForm customers and expects to expand the products and services available to them. “Our existing strength and expertise in the forms and documents market, combined now with DiversiForm's strength, will pay dividends for all of our customers,” he said. “The broader our product line, the more opportunity we have to help dealers meet all of their dealership forms, branding, and marketing needs.”

DiversiForm President Richard Ipsen added: “We are excited to have the benefit of Reynolds' brand name and national distribution, as well as the breadth of their industry experience, to help expand the successful line of marketing services and document solutions we have built over the past 22 years.”

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About Reynolds

Reynolds and Reynolds was founded in 1866 as a business forms printer. Today, Reynolds is recognized as the leading provider of automobile dealership software, services, and forms that help dealerships improve business results. The company is headquartered in Dayton, Ohio. (www.reyrey.com)

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