



Reynolds Announces Collaboration with Polk for Data Cleansing Services

Two of industry's most trusted names team-up on critical data services for dealerships

DAYTON, OHIO – Feb. 12, 2010 – The Reynolds and Reynolds Company and R. L. Polk & Co. today announced an agreement for Reynolds to utilize Polk's industry-leading automotive information and data services. The agreement includes data enhancement services, list hygiene services, and data suppression services (do not call lists, for example).

"These services will help us serve our customers more effectively and enable them to operate with even more confidence in their dealership's customer data," said Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. "Whether the dealership is using customer data for digital marketing programs or service reminders, the ability to target customers accurately, using reliable data that eliminates duplicate and out-of-date addresses, is a critical step."

Additionally, through the agreement, Reynolds will make available to its dealership customers the Polk Cross Sell™ reports, which provide individual dealers with sell ratios compared to all dealers within a given region.

"We are very excited to be working with Reynolds and Reynolds to help their customers more effectively leverage their information to extend their reach through traditional and digital marketing campaigns," said Andrew Price, vice president, Polk Automotive Retail Solutions. "List enhancement, hygiene and data suppression services, along with the Polk Cross Sell™ reports allow Reynolds' dealers to utilize the most comprehensive information available to maximize their market opportunities."

About Reynolds

Reynolds and Reynolds is the automotive industry's leading provider of automobile dealership software, services, and forms to help dealerships 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)

About R. L. Polk & Co.

R. L. Polk & Co. is the premier provider of automotive information and marketing solutions. Polk collects and interprets global data, and provides extensive automotive business expertise to help customers understand their market position, identify trends, build brand loyalty, conquest new business and gain a competitive advantage. Polk helps automotive manufacturers and dealers, automotive aftermarket companies, finance and insurance companies, advertising agencies, media companies, consulting organizations, government agencies and market research firms make good business decisions. A privately held global firm, Polk is based in Southfield, Mich. with operations in Australia, Canada, China, France, Germany, Japan, Spain, the United Kingdom and the United States. For more information, please visit www.polk.com.

#

Media Contact:

Thomas Schwartz Thomas.Schwartz@reyrey.com
937.485.8109 (office)
937.269.9569 (mobile)