

Reynolds Announces Continued Growth of its Third Party Access Program

Serving Dealerships and Third Parties with Safe, Secure, and Verified Access to the DMS

DAYTON, OHIO – Feb. 13, 2010 – Reynolds and Reynolds announced today that its industry-leading third party access program continued to grow during 2009, increasing the number of independent third party providers who now access dealership data in a safe, secure, and verified manner. In its third party access program, Reynolds typically works directly with third parties of the dealer's choosing to enable secured and verifiable access to data in a Reynolds dealership management system (DMS).

"For several years now, we have taken the lead on addressing data access and security as a DMS provider," said Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. "We don't want our customers or our systems vulnerable to uncontrolled – or unknown – access by unauthorized third parties, and we don't want third-party access to compromise DMS performance for our customers. We take seriously our responsibility to continuously advance our DMS to meet the needs of dealers, including protecting the integrity of the dealership's data and helping dealers operate in compliance with regulations around protecting consumer data."

As automobile dealers continue to become more sophisticated in applying new technologies to improve their business performance, they typically are collecting and storing increasing amounts of customer data in the DMS. At the same time, dealers are frequently turning to the expertise of third parties to assist them in different parts of their business. These relationships often require access to customer data stored on the DMS; too often, the access involves unmonitored information exchanges between parties. In the wrong hands, access to this data can violate privacy regulations and pose a threat to a dealership's business integrity.

Hiers concluded: "Ultimately, dealers want to know that their data is safe and secure; that it is accessible by third parties, with appropriate safeguards and verification; and, that it will stay that way. That's the peace of mind we offer with safe, secure, and verified access."

The Reynolds third party access program provides a number of methods for dealerships to work with the vendor of their choice in a safe, secure, and verified manner when handling dealership data.

About Third Party Access

Reynolds and Reynolds provides the largest program for third party access of any dealership services provider in the industry. Dealerships that use a Reynolds and Reynolds DMS to run their business can choose from more than 100 third parties who can provide safe, secure, and verified handling of a dealership's data.

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)

Media Contact:

Thomas Schwartz Thomas_Schwartz@reyrey.com

937.485.8109 (office)

937.269.9569 (mobile)