

## Reynolds Announces devVenture as a Certified Interface Vendor

**DAYTON, OHIO – December 7, 2007** – The Reynolds and Reynolds Company, a leading provider of software and services to automotive retailers, today announced the addition of devVenture as a Reynolds Certified Interface (RCI) vendor for the POWER Dealership Management System (DMS). The RCI interface with devVenture enables dealerships to send new and used car inventory automatically from POWER to devVenture to keep dealership online inventories up-to-date; it also enables dealerships to send current inventory information to other online and printed sales channels.

devVenture is an industry leader in the world of inventory management for automotive dealers. They developed the AutoSweet™ product suite to help dealers and their partners eliminate the problems of inventory that doesn't match the dealer's DMS and that isn't published consistently to all of their advertising partners. AutoSweet easily collects, manages, publishes, and distributes inventory on the Internet. "Through the new interface with Reynolds, AutoSweet can now access inventory data on a daily basis from the POWER system," explains Christopher Lentz, president of devVenture. "We wanted to support our clients with a highly reliable and effortless interface that the dealer specifies and we manage, collecting and disbursing their inventory data with more regularity and unsurpassed accuracy. This certification makes that kind of excellent service possible, which is good for us and great for our clients."

The Reynolds RCI program provides data exchange that is both efficient and safe. Dealers who choose to do business with RCI vendors benefit from complete control over the specific information third parties are permitted to use, keeping valuable data safe and secure. Reynolds supports RCI vendors with technical assistance and system updates, ensuring a steady flow of information, regardless of changes that are implemented in the Reynolds DMS.

"Dealers sell more cars when they have accurate inventory available online," said Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. "Since we are in the business of helping dealers sell more cars and take care of customers, it is only logical that we welcome devVenture into the RCI program. We look forward to working with devVenture to better serve our shared customers."

### 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](http://www.reyrey.com))

### About devVenture

devVenture is a recognized provider of software services to the Automotive industry and is headquartered in Columbus, Ohio. ([www.devventure.com](http://www.devventure.com))

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