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CUSTOMER MANAGEMENT SYSTEMS™

PRESS RELEASE

Customer Management Systems™ ready to open its operation in Italy.

Customer Management Systems (CMS) is preparing to expand its business in Italy. The company's management had been contemplating this idea in recent years, as their familiarity with the market in Italy increased. On May 21-22 CMS exhibited at the Automotive Dealer Day 2008, an annual trade show held in Verona, Italy to finalize the market acceptance for their services.

Celebrating its sixth year, Automotive Dealer Day 2008 is one of the largest events of the automotive industry in Europe. It is a forum where automobile manufacturers and industry solutions providers meet to present ideas, products and solutions to dealerships. The event took place in an area of approximately 7000 square feet of the convention center, hosting 25 workshops and renting space to more than 50 vendors. The 2053 attendees was the highest number since the show started in 2003 with 924 dealerships owners and managers.

Participating at this event had a double purpose for CMS. For one it was a great way to expose its solution to hundreds of Italian automobile dealership owners and management personnel; more importantly it was a way to interact with local automotive professionals and have an understanding of the Italian automotive market to determine if CMS solutions could offer the same benefits and level of satisfaction to Italian dealerships as they have in the US since its inception in 1984.

This was clearly understood by CMS personnel as potential clients who sat in at the presentations given in the CMS booth during the two days demonstrated a great deal of interest in their solutions. The conclusion was that Italian dealerships are faced with similar problems as their American counterparts and will, therefore, greatly benefit by the solutions provided by CMS.

CMS is currently working on the next phase of the project which involves personnel training and development of technology systems to deliver the products and services to new customers.

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