

Contact: Dominic Spitaleri
spitaleri@pasco-group.com
Phone: (330) 655.7040
Fax: (333) 650.0613

1140 Terex Road
Hudson, OH 44236
www.pasco-group.com

CUSTOMER MANAGEMENT SYSTEMS™

PRESS RELEASE

Customer Management Systems™ Introduces CMprospect.

Hudson, February 10, 2009: Customer Management Systems™ (CMS) is pleased to announce the introduction of a program to help automotive dealerships follow-up on prospects originating from multiple sources -- walk-in, telephone and Internet -- to increase the likelihood of converting them to customers.

CMprospect™ offers a variety of communication packages to follow up with prospects with a choice of letters, emails and premium postcards. Eight points of contact are provided over a one-year period. Prospective customers who become "sold" will not receive further communication through the CMprospect™ program, but can continue through our customer retention program, CRcontact™.

An optional telephone survey can help identify "hot prospects," which the dealership can then follow up on. Management reports can be viewed 24/7 on MyCMS, a password-protected webpage for each dealership found at www.cmsdealer.com. These can be printed as needed and can be used by dealership management to help their sales team remain focused on acquiring new business.

CMS provides the optimal combination of an outsourced solution for automobile dealerships to create and generate follow-up communication with each client. This process frees up the dealership sales staff, allowing them to focus on what they do best -- selling cars -- while offering the convenience of viewing reports on the dealer's personal website and keeping track of prospect status by salesperson.

About Customer Management Systems™

CMS, founded in 1984 and headquartered in Hudson, Ohio, has been providing long-term customer relationship management (CRM) programs for over two decades. The company was founded by an enterprising, automotive, sales professional and was subsequently acquired by PASCO®.

The combination of unique and industry-specific products and services, coupled with the efforts of experienced sales and service teams has established CMS as a leader in customer acquisition and retention services for automobile dealerships.