



CIMA SYSTEMS HIRES CHRISTIAN MCCARRICK AS CHIEF TECHNOLOGY OFFICER

PLEASANTON, Calif. – June 17, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today announced the appointment of Christian McCarrick in the position of Chief Technology Officer (CTO).

McCarrick will lead technology innovation and application development at CIMA and work with clients and CIMA alliances to ensure complete integration and utilization of the CIMA system. Delivering communication tools that allow dealerships and OEM's to conduct proactive, automated and personalized customer communications, the CIMA system helps generate more revenue while lowering expenses.

McCarrick brings to CIMA extensive development, operations, and management experience across a broad range of technology companies. Previous to his new position, McCarrick served as V.P. of Technology at ParkingCarma, and prior to that served as V.P. of Technology at EscapeHomes.com and TotalMove.com. McCarrick has led technology teams at Sybase, NetCentric, LiveCapital, has started and sold several technology startups, most notably Hosting.com, and has won multiple industry awards, including the Speech Technology Magazine 2006 most innovative solution award. With proven expertise in high transaction web applications, mobile application development, CRM systems, interactive speech applications, data center operations, search engine optimization and much more, McCarrick holds a Bachelor of Arts degree in English and Biology from the College of the Holy Cross.

“Christian has an incredible background in technology innovation and development and we are extremely pleased that he is joining our team,” said Gary Nixon, President & CEO of CIMA Systems. “As CIMA continues to grow and form new partnerships with OEMs and dealers, Christian will be indispensable in helping to design new solutions and processes to address our clients’ business development needs.”

For more information on CIMA Systems, or its products, please visit www.cimasystems.net or call (925) 461-4600.

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About CIMA Systems:

CIMA Systems patent-pending solution was founded in 2001 with the goal of creating an automated customer interaction tool for the automotive Industry. After years worth of development time, CIMA Systems, a Customer Interactive Management Application

(CIMA), was born. The application helps serve as a 24 hour, automated BDC for dealerships. Developed exclusively for the automotive Industry, CIMA helps dealers communicate with their customers in the way the customer wants to be contacted, via telephone, mail, and email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit www.cimasystems.net or call 925-461-4600.

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