



**Building Customer Loyalty
Through Innovative
Communications**

For Immediate Release

Sandi Jerome Computer Consulting and DealerStar Select CIMA Systems

Pleasanton, CA, July 21, 2009 – CIMA Systems and Sandi Jerome Computer Consulting (SJCC) announced today a new marketing partnership that provides favorable pricing of CIMA products to the dealership clients of SJCC and its new dealer management system, DealerStar.

CIMA Systems is the leading provider of multi-channel marketing communications technologies to the automobile industry. SJCC is a leading consultancy on automotive business management, internal controls and computer utilization. DealerStar is an open system DMS and integrates seamlessly with CIMA Systems for seamless customer communications.

Jerome, also an auto dealership technology trends writer, said she's keenly aware of the need for hands-off customer communications tools in the dealership environment today. "The biggest problem with most CRM/DMS systems is that they rely on constant human labor to be successful," she said. "Today, most dealerships are operating with a limited labor force and customer retention is suffering. With CIMA products, all two-way marketing communications runs automatically in the background, allowing dealerships to remain in contact with their customers in the manner they prefer, whether by email, live chat, telephone, texting or blogs. CIMA is the most advanced product I have seen to drive business into a dealership."

"I've known Sandi for more than 10 years," said Gary Nixon, president and CEO, CIMA Systems, "and we are pleased to offer this special pricing to her dealership customers. She is one of the most respected computer consultants in the industry, and we are honored to be chosen as the exclusive provider of marketing communications for SJCC and DealerStar."

About CIMA Systems

CIMA Systems provides interactive automated marketing and customer service solutions to the automotive market. Its comprehensive software solutions enable dealers and automotive service businesses to communicate with prospects and clients throughout the client lifecycle. CIMA System's automated, real-time, communications-management solutions provide immediate 24/7 customer responses/feedback to front- and back-end marketing campaigns, resulting in higher sales, increased client interaction/retention and lower overhead. For more information, visit www.cimasystems.net.

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