



CIMA SYSTEMS EXPERIENCES EXPLOSIVE GROWTH; MOVES TO NEW LOCATION

PLEASANTON, Calif. – June 24, 2008 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, today announced they are experiencing explosive customer growth, necessitating the move to a larger facility.

CIMA's recent private labeling agreement with Chrysler LLC to provide automated marketing and communications applications to its Chrysler, Jeep, and Dodge dealerships was a major impetus for the move. Also contributing to the move are multiple opportunities with additional companies to private label the CIMA system. Known for developing and implementing the technology of tomorrow today, CIMA's move will allow the company to more aggressively pursue new technologies and products, all designed to help dealerships more efficiently and cost-effectively communicate with customers.

“The incredible customer growth we've recently experienced with our current business partners and multiple other opportunities necessitated the move to our new building,” said Gary Nixon, President & CEO of CIMA Systems. “As CIMA continues to grow and form new alliances and partnerships with OEMs and dealers, our new facility will allow us to continue to offer the robust, cutting-edge technology and superior customer service that we're known for.”

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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