



IACocca INVESTS IN CIMA SYSTEMS

The former Chrysler Chairman becomes investor, member of CIMA Advisory Board

PLEASANTON, Calif. – February 6, 2006 – CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, announced today that Lee Iacocca, former Chrysler Chairman, has personally invested in the company as well as become a member of the Advisory Board.

Iacocca became interested in CIMA after seeing a demonstration of the product and realized the tremendous benefits and potential the system would bring to the automotive industry. CIMA products enable dealers to cost-effectively strengthen the customer experience with auto dealerships by automatically connecting current generation communications tools with the auto dealership's internal business systems. The result is individual, interactive customer communications at the customer's convenience.

"CIMA Systems has created a simple-to-use, automated tool that will enhance the way dealerships communicate with their customers," said Iacocca. "I was so impressed by this technology that I wanted to get involved as much as possible, including investing in the products and technology."

Iacocca is credited with revitalizing the Chrysler Corporation and releasing the minivan, for which Chrysler remains the leader in sales. Since leaving Chrysler in 1992, Iacocca has been active in philanthropic endeavors. As an investor and member of the CIMA Advisory Board, Iacocca will play a key role in providing guidance for future CIMA product offerings.

"We are honored to have Mr. Iacocca's involvement in CIMA. Our dealers are experiencing tremendous results from CIMA and we believe that Mr. Iacocca's involvement in our organization will truly help us to improve our products even further," said CIMA Systems CEO, Gary Nixon.

For more information on CIMA Systems, visit www.cimasystems.net.

About CIMA Systems:

CIMA Systems 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, 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.

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