



FOR IMMEDIATE RELEASE:

INSIGNIA ANNOUNCES INTEGRATION ALLIANCE WITH CIMA SYSTEMS

Rock Hill, SC — Feb. 4, 2007 — Insignia Group, a leading provider of dealership Accessory Sales Systems, announced an integration alliance with CIMA Systems, a customer interactive management application. Through the alliance, Insignia and CIMA Systems will offer mutual dealership clients special pricing on the combined systems. The integrated solutions will provide tools to leverage communications with retail customers while capturing increased profits through accessory sales, promotions, and regular dealership service visits. The combined systems will enable dealers to efficiently track and maintain accurate customer data; manage multi-faceted customer communications programs; and evaluate response.

“We are excited to be working with CIMA Systems to further simplify the sales process,” said David Copp Stringer President of Insignia Group. “Our joint solution will give dealers the latest technology based tools to reach and engage their customers.”

By joining together, Insignia and CIMA Systems will provide dealers a powerful marketing platform for staying in touch with customers. Dealerships will now be able to leverage CIMA’s powerful marketing platform to link directly to the Insignia accessory sales system. This allows customers to see dealer pricing and accessory promotions specific to their vehicle and place accessory orders immediately. If the accessory is special ordered, CIMA will automatically notify the customer once the accessory arrives and allow them to immediately schedule an on-line service appointment to get it installed.

“We at CIMA are excited to provide our customers yet another valuable integration which will drive business into their dealership. The integration between CIMA and Insignia will result in dealers selling more accessories while meeting our motto of “Make it easier for your customers to do business with you””. – Gary Nixon, President & CEO of CIMA Systems, Inc.

See the systems demonstrated together in booth 3133W at the NADA Expo February 9-12, 2008.

About Insignia

Insignia provides over 1400 automotive dealerships nationwide a complete low-cost accessories sales system to maximize dealership profits on every new and serviced vehicle. From accurate data to useful sales tools, services, and training, Insignia simplifies the accessories sales process so orders can be fulfill quickly and easily. To learn more about selling accessories in your dealership, visit our website at www.insigniagroup.com or contact a sales representative at 888-579-4458 or sales@insigniagroup.com.

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, email or text message and analyzes the success of those communications with reporting and mapping tools. To find out more about CIMA, visit <http://www.cimasystems.net> or call 925-461-4600.

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