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**FOR IMMEDIATE  
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**Former Oakland Raider, Steve Wisniewski joins CIMA Systems Team**

PLEASANTON, Calif. / January 21, 2005 --- Cima Systems, a leading provider of automatic customer-interaction technology to the automotive industry, today announced the appointment of former Oakland Raider, Steve Wisniewski to the position of Director of Dealer Relations. In this position, Wisniewski will be responsible for promoting Cima Systems as well as providing motivational speaking engagements throughout the automobile industry.

Wisniewski invested in Cima several years ago and began working with the organization at tradeshows and through various speaking engagements. "I know a winning team when I see one. CIMA Systems has an excellent management team, and an exceptional product. They are quickly turning heads and making a name for themselves in the auto industry. I am delighted to be apart of CIMA and I am committed to seeing this company and our customers succeed."

Wisniewski was a 1989 graduate of Penn State University with a B.S. in Marketing. He was a team captain, a National Champion, and a two time All-America football player for the legendary coach Joe Paterno. Wisniewski was drafted in 1989 by the Los Angeles Raiders of the National Football League. Steve played thirteen years for the Raiders as an offensive guard. Among his many honors, Steve was named to the NFL Pro Bowl eight times and was a team captain for seven seasons.

Cima CEO and President Gary Nixon said, "We are very excited about Steve joining our team. His tremendous experience in leadership and motivational skills will prove valuable to Cima and its customers. Steve excelled in the pressure of the NFL, and he'll do a great job assisting our customers with excelling their business through Cima's extremely advanced technology."

Cima Systems enables dealers and automotive service businesses to affordably and easily deliver personalized interactive voice, email and text messages to any number of customers and prospects. By automating routine marketing, service-scheduling and customer-care communications, Cima saves dealerships time and money while increasing customer satisfaction and repeat business.

For more information on Cima or its products please contact Lynette Hoeft at 925-931-0929 x226 or visit [www.Cimasystems.net](http://www.Cimasystems.net).

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