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WYNN'S AND CIMA SYSTEMS PARTNER TO OFFER TOTAL DEALER COMMUNICATIONS SOLUTION

Special pricing for CIMA package available when dealers purchase Wynn's product

For Immediate Release

April 2007

Azusa, Calif. — Wynn's, a division of Illinois Tool Works, Inc., and CIMA Systems, a Customer Interactive Management Application (CIMA) that serves as an automated business development center (BDC) for dealerships, are proud to announce a partnership that will bring CIMA's communication solution to Wynn's approximate 8,600 servicing dealerships.

Under the agreement, Wynn's customers will receive special pricing toward CIMA Systems when the dealership buys at least four of Wynn's *Complete Automotive Maintenance Programs (C.A.M.P.)* specialty chemicals. Wynn's and/or its distributors will further subsidize the monthly cost of CIMA with each additional product purchased.

"We're very excited to move forward with Wynn's and their participating dealers," said Gary Nixon, President and CEO, CIMA Systems. "Wynn's has changed the face of specialty chemicals in the automotive industry for more than 60 years and we're thrilled to help them bring CIMA's patent-pending solutions to the dealerships they serve."

CIMA's automated communication system captures any vehicle, parts and customer data from a dealership management system (DMS) and communicates two-way unlimited marketing/advertising campaigns to any dealer customer based on the data extracted. In addition, communications to each customer are delivered to them in the way they prefer; whether by phone call, email or even text message.

"We're extremely excited to be moving forward with this venture," said Arnold Gacita, Director of US Sales and Marketing for Wynn's. "We are impressed with the results current CIMA dealer customers are experiencing with the product, and with the value CIMA's communication solution can bring to our customer base. So impressed we have agreed to co-op a portion of our customer's cost of CIMA. We feel CIMA could have significant impact on our dealers' relationships with

their customer base, and will result in an increase in end consumer satisfaction with our *C.A.M.P.* product line.”

For more information on Wynn’s co-op pricing program with CIMA, as well as the complete line of Wynn’s automotive car care products, visit www.wynnsusa.com. For more information on CIMA Systems and their marketing communication solutions, please visit www.cimasystems.net.

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About Wynn’s:

Wynn’s traces its history to 1939 when the original Wynn’s *Friction Proofing Oil Treatment*[®] formula was first developed and introduced to the automotive market. In the 65 years following the introduction of that single product, Wynn’s has grown to become a leading worldwide manufacturer and marketer of innovative, groundbreaking automotive specialty chemicals and service equipment, as well as Complete Automotive Maintenance Programs. For more information, log on to www.wynnsusa.com.

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 of development time, CIMA Systems, a Customer Interactive Management Application (CIMA), was born. The patent-pending 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 prefers, whether it be phone, email or text message and analyzes the success of those communications with reporting and mapping tools, including proprietary software, CIMAVision. To find out more about CIMA, visit www.cimasystems.net or call 925-461-4600.