



**FOR IMMEDIATE RELEASE: Thursday, January 14, 2016**

**Strategic Marketing Services, LLC. Completes Reynolds Certified Interface (RCI) Process**

**January 14, 2016 Louisville, Kentucky:** Strategic Marketing Services, LLC, a data driven marketing firm supporting Tier 2 and Tier 3 clients in the automotive industry, is excited to announce that they have completed the certification process in the Reynolds Certified Interface (RCI) Program from Reynolds and Reynolds. The RCI Program provides for the safe, secure, and reliable data exchange between Strategic Marketing's products and a dealer's Reynolds dealership management system (DMS).

Todd Strause, CEO and President of Strategic, states: "As we continue progressing into a business environment where data security has become so important, we believed the best move for our clients was for Strategic Marketing to become certified in the RCI Program. Since receiving certification, customer response has been very positive, and, quite frankly, has provided a feeling of relief given the numerous security breach stories involving other industries that are in the news."

The Reynolds Certified Interface (RCI) provides:

- Enhanced data security and faster data access from a Reynolds system.
- Reliable and consistent push and pull of data.
- More time for Strategic's team members to focus on customer service rather than on technical data integration issues.
- A faster and simpler way for customers to do business with Strategic Marketing.

In addition, the faster turnaround enables dealerships to have their marketing programs developed by Strategic Marketing launched on time, every time.

**About Strategic Marketing:** Strategic Marketing is a high-performance, data driven marketing firm that uses multi-channel marketing exclusively for the automotive industry. They approach marketing from a Data Analytics perspective by introducing products with innovative technology to increase sales and service ROI for their clients. Strategic Marketing provides Tier I, Tier II and Tier III marketing programs.

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