

# RMS



**NEWS:** For Immediate Release

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**Rennhack Marketing Services Inc. Announces Executive Promotion**

*Aimee Ybañez Promoted to Oversee Client Relations*

**Grapevine, Texas -- December 15, 2009** -- Rennhack Marketing Services Inc. (RMS), the premier provider of incentive-based customer acquisition and retention programs, today announced the promotion of Aimee Ybañez to Director of Client Relations.

Aimee is responsible for recommending, developing and implementing operational plans and policies to achieve customer service performance goals and long-term strategic objectives. Aimee joined RMS in July 2006 as an Account Manager, and in June 2008 she was promoted to the role of Sales Executive.

“Aimee is a great leader. She has the experience and skills to help us continue providing the excellent customer service we are known for,” said Michael V. Howe, President and CEO of RMS and Travel America. “At RMS, customer service is critical to the value we bring, and Aimee has the vision and experience to lead the department.”

Prior to accepting the position at RMS, Aimee worked in the promotional division of Intra-Focus Marketing, where she managed promotions for schools, libraries, realtors and non-profit organizations. Aimee attended Southwestern University, where she earned a BA in communications and a minor in economics.



Aimee Ybañez, Director of Client Relations at RMS

**About Rennhack Marketing Services Inc. (RMS)**

Since 1976, RMS has been helping the financial services community retain and attract customers with branded, merchandise-based incentive programs. Today, the company supports banks and credit unions in all 50 states and ships about 2 million incentives annually. Through our unwavering commitment to

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providing superior customer service and quality incentives, we help deliver a measurable return on marketing investment. For additional information about RMS, visit [www.rennhack.com](http://www.rennhack.com).

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