



RMS Names John Buaas Vice President of Sales

DALLAS (Oct. 26, 2007) – Incentive-based marketing partner Rennhack Marketing Services (RMS) has named John Buaas vice president of sales.

With more than 27 years of experience in the financial services industry, Buaas brings valuable insight to the company's core customer acquisition and optimization business for the retail banking and credit union market. In his position at RMS, he will manage the company's newly restructured sales force and help maintain RMS's top position as the banking industry's go-to provider for branded merchandise-based incentives. Buaas' banking experience will be key to helping the company's core customers understand and implement strategic customer-focused campaigns, according to RMS CEO Mike Howe.

"John joins our team at an exciting time for the company," Howe said. "After more than 30 years as the leader in incentive-based acquisition programs for financial services, RMS is expanding customer optimization campaigns to other industries."

Prior to joining RMS, Buaas most recently served as vice president and national sales manager for Open Solutions, a core banking software provider. He has also held the position of executive vice president of Ebank Systems and previously spent 11 years in financial services sales and sales management for EDS and EDS New Zealand.

RMS provides financial institutions measurable ROI with its incentive-based customer acquisition, optimization and retention programs.

About RMS

Rennhack Marketing Services (RMS) has supported the financial services community with branded merchandise-based incentive programs that attract and retain customers since 1976. The company now supports banks, thrifts and credit unions in all 50 states, and has realized significant growth since 2000. Its ConsumerTrac™ national consumer research and newly launched BankingBonus™ platform ensure banks

will compete effectively for banking customers while building existing customer and employee loyalty.
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