



RMS Names Michael Howe CEO

New Executive to Lead Aggressive Growth in

Incentive-based Acquisition Programs and Customer Optimization Campaigns

DALLAS (April 3, 2007) – Incentive-based marketing partner Rennhack Marketing Services (RMS) has named Michael V. Howe chief executive officer.

An innovator with powerful retail experience, Howe will manage the company's core acquisition and customer optimization business for financial institutions as CEO, while also exploring new vertical markets that could benefit from RMS's offering. He brings an extensive background in loyalty and rewards marketing, which will not only contribute to the strength of RMS's top position in the retail banking and credit union market, but also promote growth in other categories according to Roman Krislav of RMS equity investor H.I.G. Capital.

"We are proud and excited to welcome Mike to RMS, where we are confident he will continue the growth and success seen under former CEO James Gresham," said Krislav.

In his former role as president and CEO of Catuity, Inc., Howe successfully led the development, sale and installation of the first chip-card loyalty software integrated with payment systems in the United States, in turn helping the company increase its annual revenue 20-fold in five years. Throughout his career, he has also held positions with noteworthy companies including serving as marketing director for United Airlines, president and CEO of Young & Rubicam, chief marketing officer for the Chrysler Plymouth Division, and national advertising manager for Volkswagen. It is this unique combination of experience that Gordon Abram, chief operating officer of RMS, said is key to Howe's role.

"Mike joins RMS at an exciting time for the company," said Abram. "After more than 30 years as the leader in incentive-based acquisition programs for financial services, we're now introducing customer optimization campaigns for both financial institutions

and other industries. His retail experience and innovation in loyalty and rewards will help us both expand our offering and better serve our customers.”

Beyond the proverbial “free toaster,” RMS delivers measurable returns on market spend for financial institutions through branded merchandise-backed gifts and incentive platforms.

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. Visit www.rennhack.com for more information.

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