

RMS & Travel America



NEWS: For Immediate Release

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RENNHACK MARKETING SERVICES, INC. ANNOUNCES ORGANIZATIONAL CHANGES TO SUPPORT ITS LONG-TERM GROWTH

Shannon DeVilbiss Promoted to Oversee Growing Marketing and Sales Initiatives; Holly Landauer Promoted to Ensure Service Excellence to Expanding Customer Base

Grapevine, Texas. April 21, 2009: RMS, Inc. (Rennhack Marketing Services), the leading provider of incentive-based acquisition programs and customer optimization campaigns, today announced the promotions of Shannon DeVilbiss to Vice President of Sales and Marketing and Holly Landauer to Director of Customer Service.

Mrs. DeVilbiss has the primary responsibility of establishing and coordinating all marketing, sales and customer strategies and programs of RMS' products to the financial services industry and Travel America's products to the furniture, automotive and other industries. Mrs. Landauer directs and coordinates RMS' account management and customer service policies and activities, while building and maintaining relationships.

"Shannon and Holly have shown great leadership and have the experience and abilities to help us drive growth and deliver even greater value to our customers," said Michael V. Howe, President and CEO of RMS and Travel America. "With her strong strategic and planning skills, Shannon will play an important role in helping us increase revenue and achieve market awareness goals. At RMS, customer service is an integral part of the value we bring to our customers. As a participant and leader of RMS' service delivery programs over the past few years, Holly has demonstrated the skills crucial to helping us support our growth and expand the superior customer service we are well-known for."

These organizational changes are designed to accommodate the growth of the company and to better align the organizational structure with the corporate strategy to increase product offerings and expand into new markets.

More

Shannon DeVilbiss joined RMS in August 2002 as an Account Manager, and then managed the department as Vice President of Customer Service for four years. She previously worked in several television markets as a writer, reporter and anchor. DeVilbiss earned a B.A. in Marketing and Journalism from Texas Tech University.

Holly Landauer joined RMS in May of 2005 as an Account Manager and has four years of extensive management/customer service experience with RMS top accounts. She comes to RMS from The Dallas Morning News, where she worked as an Account Executive in the advertising department, and her responsibilities included account maintenance and new account acquisition. Landauer attended Texas A&M University, where she earned a B.S. in Agricultural Development.

About Travel America, Inc.

Travel America is the leader in specializing, creating and delivering intelligent, powerful and cost effective travel premiums and incentives to many industries across the United States and Canada. With our A+ rating with the BBB for excellence in customer service, Travel America has proven its commitment to clients and travelers for the last 12 years. For additional information on Travel America, visit www.travelamerica.com.

About Rennhack Marketing Services, Inc. (RMS)

Since 1976, RMS has been committed to supporting the financial services community with branded, merchandise-based incentive programs that attract and retain customers. Today, the company supports banks and credit unions in all 50 states and ships about 2 million incentives annually. Through our unwavering commitment to customer service and quality incentives, we help deliver a measurable return on marketing investment. For additional information on RMS, visit www.rennhack.com.

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