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## **RMS, Inc. (Rennhack Marketing Services) in Grapevine, TX acquires Travel America, Inc. in Vancouver, BC, Canada and Irvine, CA.**

### **Transaction strengthens firm's market position as a leading provider of premium branded gifts to support acquisition programs for banks and retailers throughout the United States**

Grapevine, TX — August 23, 2008 — RMS Inc. (Rennhack Marketing Services) a unit of HIG Capital in Miami, FL today announced the acquisition of Travel America Inc., a leading provider of incentive travel programs for consumer and employee relationships.

"The addition of Travel America's creative and affordable travel vacation incentive programs will add exciting travel products and services to our substantial portfolio of brand name incentives. This acquisition will provide RMS entry into the automotive, real estate, jewelry, casino and other retail markets. Travel America's products and services will clearly provide additional momentum for our ever-growing bank customers" said Michael V. Howe, CEO and President of RMS Inc.

"RMS Inc. has provided brand name incentive gifts and acquisition programs to the banking industry for more than 30 years", Howe said. RMS' gift products provide an incentive for customers to choose one bank over another when they are moving to a new location, changing jobs, getting married or just starting out with a new checking account. RMS also provides gifts for banks to give customers when they choose a new mortgage, a new business checking account, home improvement loans and many other products banks provide their customers."

Adding Travel America vacation travel incentive programs will give RMS an opportunity to provide many new product offerings to existing and new customers. Travel America vacation certificates give consumers a choice of travel rewards to great destinations like Las Vegas, Cancun or fascinating ocean cruises. Travel certificates are also available for Disney vacations and sporting events of the NFL, NBA, NHL, NCAA, NASCAR or hundreds of golf and ski venues. "Our travel award certificates are 'best in class' awards and are highly appreciated by the consumers who redeem them," said Dan Odobas, President of Travel America, who will be staying on in a management capacity with RMS Inc.

"Aside from new customers and new products," Howe said, "the real synergy to our two companies is the fanatical commitment both companies provide to customer service. Customers of both RMS and Travel America give us really high marks when it comes to fulfillment and the quality of our products and services," said Howe. "We are looking forward to growing further into the vacation travel area of customer incentive programs and services for a variety of industries."