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Kobie Marketing Unveils eTRMS v2.5

Kobie Marketing (www.kobie.com), a full-service loyalty marketing company that specializes in marketing technology, is getting ready to launch eTRMS 2.5 (Enterprise Total Relationship Management System), the newest version of their industry proven, state-of-the-art loyalty marketing platform system.

eTRMS 2.5 delivers a host of new features and lends a graceful revision to the Web-based user-interface. Users are provided with a superior level of customizability through integrated CSS (Cascading Style Sheets), in which a hierarchical system of templates allows for site-wide changes to be drafted in one easy step. The new version also provides a streamlined user-interface that increases productivity by minimizing mouse clicks and removing noisome graphics. The new look and feel of the interface has a soft, neutral color palette that blends well with the various program-specific sections found throughout the site. These sections can later be customized via style sheets to reflect the corporate color schemes of each client.

The release is developed to meet the growing demands of Kobie Marketing's nationwide business partners and clients. eTRMS 2.5 is an upgrade of the eTRMS software, currently in its third major stage of development. The software upgrade is being staged in multiple releases so that enhanced features become immediately available to the end-user. The groundbreaking eTRMS 3.0 remains in development for release in the first quarter of 2007.

Kobie Marketing has made it a priority to involve several of their veteran eTRMS users in the redesign effort. So far, feedback from beta testers has been extremely positive. One feature that has received glowing praise is the improved site navigation, which, by all accounts, is extremely user friendly and intuitive.

eTRMS employs a Web-based user interface built on a powerful database system that maintains a customer's full history, detailing all of a customer's interactions with a client, as well as demographic characteristics. It delivers a wide range of marketing applications for building long-term customer relationships, including sophisticated retention and frequency (points and rewards) programs, targeted promotions, cross-selling, and customer profitability tracking and analysis. The eTRMS platform was developed by a team that has built some of the country's most successful customer loyalty and retention systems. eTRMS has been used in the implementation of customer loyalty programs for major telecommunications, cable TV, Internet, retail, and financial service companies.

Kobie Marketing is a full-service loyalty marketing company specializing in loyalty marketing, customer retention, and direct marketing. Current and past clients include MBNA, LucasFilms, Barnes & Noble, Cingular, Advanta, CBS SportsLine, Red Lobster, Sennari, Avon Products, and American General Finance among others. Located in St. Petersburg, FL, Kobie Marketing has been a staple in the Tampa Bay community for 16 years.

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