



For Immediate Release

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## **Home Theater Specialists of America Selects Renew Systems' *Online Marketing Toolbox* as Platform to Develop and Execute Targeted Dealer Marketing Campaigns**

**PALATINE, IL – August 28, 2008** – Renew Systems, a leading channel management and marketing solutions provider, today announced that Home Theater Specialists of America (HTSA) has selected the company to develop and execute targeted marketing campaigns using the Renew Online marketing toolbox.

HTSA is a national association promoting excellence in custom design and installation of the latest home theater technologies, and currently includes 61 high-end dealers and custom integrators that benefit from the association's marketing programs and full suite of services.

Renew Online is an affordable, easy-to-use system that provides dealers online access to a database of high potential prospects, the ability to learn when and what the prospects plan to buy, and the capability of launching marketing campaigns instantly with the click of a mouse along with tracking the results of each campaign. Customizable direct mail and email campaigns include automated fulfillment, an integrated campaign landing page and real-time lead notification.

All HTSA members will have access to Renew Online which will provide automated fulfillment of custom campaigns created for them in accordance with participating manufacturer branding guidelines. They will also have access to a portfolio of brand awareness campaign templates to choose from for non manufacturer branded marketing campaigns.

Nasrin Thierer, CEO of Renew Systems says, "We are excited about our partnership with HTSA. We feel confident that our program will benefit HTSA members through high quality campaigns, a simplified marketing process and lead generation."

Richard Glikes, executive director of HTSA adds, "The beauty of this relationship is that it gives our members an easy and fluid system to manage their marketing efforts. Crafting such a platform took a talented visionary. It is very much state of the art. We are delighted to be partners with Renew!"

For more information regarding Renew Systems, please contact Paul Muto at [paul@mutocomm.com](mailto:paul@mutocomm.com) (631.849.4301) or Paul LaPlaca at [plaplaca@renewnewsystems.com](mailto:plaplaca@renewnewsystems.com) (516.521.4895)

### *About Renew Systems*

Renew Systems provides channel management solutions that help manufacturers and their channel partners increase sales with an effective demand generation engine and highly targeted marketing programs. The comprehensive solution includes prospecting and lead generation, customer profiling and segmentation, creative concepts and designs. Renew Online is a division of Renew Systems and uses their ON-Q technology to provide an integrated marketing toolbox to small businesses. The Renew Online Marketing Toolbox lets clients customize their marketing materials based on campaign needs, easily select the right prospects, execute the campaign and track the results. Additional information about the Renew Online Marketing Toolbox is available at [www.renewonline.com](http://www.renewonline.com) Additional information about Renew Systems is available at [www.renewsystems.com](http://www.renewsystems.com)

### *About Home Theater Specialists of America*

Home Theater Specialists of America (HTSA) is a national association of electronics experts who service the home and business. HTSA's members are located in 37 states from coast to coast and each location is staffed with experts who design and install high-end audio, video, automation, lighting, and climate systems for a discriminating clientele. The impeccable work of HTSA members is affirmed through partnerships with real estate developers and electronics manufacturers who recognize their commitment to quality. Contact information: Richard Glikes, Executive Director - 501 E. Uwchlan Avenue / Chester Springs, PA 19425 / Phone: 610.363.9055 / Fax: 610.363.9065 / [richardglikes@htsa.net](mailto:richardglikes@htsa.net) / Internet: [www.htsa.com](http://www.htsa.com)