

For Immediate Release

Contact: Paul Muto
631.849.4301
paul@mutocomm.com

Revenew Systems Advances in CEDIA Channel with Executive Appointments and Manufacturer, Sales Rep and Industry Association Partnerships

Palatine, IL – August 28, 2008 - Revenew Systems, a leading channel management and marketing systems provider, shows continued growth in the CEDIA segment as they expand their experienced executive team and bring on manufacturer and industry organization partners.

In September 2007, Revenew Systems entered the CEDIA marketplace with the debut of a web-based direct marketing solution called “The Revenew Online Marketing Toolbox.” This platform 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 custom marketing campaigns instantly with the click of a mouse. Customizable direct mail and email campaigns include automated fulfillment, an integrated campaign landing page, real-time lead notification and results tracking.

Soon thereafter, in December 2007, Revenew Systems CEO and founder Nasrin Thierer recruited Michael Vickery as President and Paul LaPlaca as Director of Sales. Vickery brings over 25 years experience in information technology in a variety of executive roles in both large companies and start-ups. LaPlaca brings over 26-years of extensive retail and wholesale consumer electronics industry experience and is responsible for developing the Consumer Electronics channel client base using Revenew Systems solutions.

In January 2008, Revenew announced a formal affiliation with Bowers & Wilkins (B&W) in which the audio brand’s dealer network began using The Revenew Online Toolbox as their direct marketing campaign platform. Doug Henderson, B&W Vice President of Sales and Marketing said, “Revenew’s Online Marketing Toolbox gives our dealers everything they need to compete in the marketplace.”

(-More-)

In August 2008, Renew Systems appointed Diana Harvey to the position of Director of Marketing and also signed Muto Communications, LLC as public relations agency-of-record.

Another industry affiliation was announced in August with premium Audio-Video component manufacturer Integra, who selected Renew's Online Toolbox program to launch marketing campaigns central to the brand's new creative and messaging initiatives.

Home Theater Specialists of America (HTSA) -- a national association promoting excellence in custom design and installation of the latest home theater technologies, and currently includes 61 high-end custom dealers and integrators that benefit from the association's marketing programs and full suite of services -- has selected Renew Systems' Online Marketing Toolbox as platform to develop and execute marketing campaigns for all 61 of the association's dealer members.

Renew Systems is confident that manufacturers and dealers will recognize its many unique propositions including maximization of marketing budgets; cohesiveness of brand messaging; reduced program cycle time and increased return-on-investments. The company has also appointed various independent sales representative firms in a number of markets to expand their outreach.

Renew Systems seeks to engage with additional manufacturers, dealers - and in select territories, independent sales reps firms. LaPlaca and additional Renew Systems executives will be at the 2008 CEDIA Expo in Denver, CO next month and invite interested parties to schedule a meeting to learn more about the company's unique propositions including seeing a demonstration of the Revenue Online Marketing Toolbox. LaPlaca can be reached at 516.521.4895 or via email at plaplaca@renewsystems.com

For Renew Systems press inquiries, please contact Paul Muto at 631.849.4301 or via email at paul@mutocomm.com

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 Additional information about Renew Systems is available at www.renewsystems.com