



Renew Systems Introduces Renew Online Marketing Toolbox for Audio/Video Dealers

PALATINE, IL – September 6, 2007 – Renew Systems, a leading channel management and marketing systems provider, today introduced a new version of its online marketing toolbox specifically designed for Audio/Video dealers.

The Renew Online marketing toolbox gives Audio/Video dealers everything they need to compete in the electronic marketing environment: the ability to reach their highest value prospects and establish an e-connection, learn when and what their customers plan to buy, and track the results of each campaign.

- Custom segmentation for the Audio/Video industry identifying customers that are most likely to buy
- An automated marketing toolbox to help save time and resources in creating marketing campaigns
- Campaign tracking and measurements to refine targets and promotional offers

"We understand that the marketing landscape has changed. Consumer buying behavior has changed. Media has changed. Our goal is to give Audio/Video dealers the tools they need to keep pace in this electronic world," said Nasrin Thierer, president of Renew Systems. "Using traditional and online marketing vehicles to capture potential customers' information and email addresses, our clients are immediately notified and can begin creating relationships with them via email. It is an easy-to-use, affordable way to help our clients achieve their marketing and sales goals," she added.

The Renew Online marketing toolbox includes:

- Access to a database of high potential prospects
- Online customizable marketing materials
- Automated fulfillment including printing, postage and handling
- Email campaign creation and deployment
- Campaign web page
- Campaign tracking

Endorsed by several high-end Audio/Video manufactures, the Renew Online toolbox includes a comprehensive portfolio of their products.

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 online marketing toolbox lets clients customize their marketing materials based on campaign needs, easily select the right prospects, review the campaign and track the results.

Additional information about the Renew Online marketing toolbox is available at www.renewonline.com

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