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**For Immediate Release**

Contact:  
Valerie Jennings  
(816) 221-1040, Office  
(913) 220-7694, Mobile  
Valerie@JenningsPR.net

PRESS RELEASE  
**Ruf Strategic Solutions Celebrates 30 Years**

**Four brothers keep father's dream alive**

OLATHE, Kan. – Ruf Strategic Solutions, a database marketing company, is celebrating its 30<sup>th</sup> anniversary of business success this year. This milestone is a tribute to the commitment of four brothers who are keeping the family business running, as well as carrying on their father's dream of entrepreneurship.

Jacob and Sondra Ruf founded the company in the basement of their home in 1976, where Jacob developed decision support software to help organizations increase productivity and efficiency. Although Ruf passed away from colon cancer in 1995, his work ethic and innovative spirit lives on in his four sons: Kurt, Eric, Jake II and Brian.

Kurt Ruf, eldest son and partner of Ruf Strategic Solutions, explained that his father was a self-taught information systems expert and was always ahead of the curve, creating cutting-edge solutions for his customers. "My brothers and I continually work to develop new ideas that keep Ruf Strategic Solutions in the forefront of the industry, just as our dad did," Kurt said. "He was one of the founding fathers of this industry, and we feel it's our responsibility to stay ahead of the competitive curve by carrying on with his innovative vision."

Jacob Ruf, along with Martin Baier, family friend and member of the Direct Marketing Hall of Fame, worked together to create the first ZIP code-level marketing system. Ruf decided to expand on this revolutionary product and focus on database marketing, which led to creating the first commercially available relational database and the first business-clustering system using proprietary "corporate lifestyles." With these innovations, Ruf gave companies the tools necessary to manage large amounts of data, resulting in a higher level of productivity for his clients.

The Ruf brothers built a full-circle marketing approach upon their father's foundation, and they continue to be innovators in the industry. "The industry has changed so much since the introduction of the Internet," said Eric Ruf, brother and partner. "Tracking and measuring has become much easier for companies, but they still need a way to decipher mass amounts of data. This is where we come in because it is so important not only to have a strategy to reach your market, but also to have the ability to execute a successful campaign," Eric said.

Ruf Strategic Solutions remains a leader in the database marketing industry today, offering complete database marketing solutions. The company works with businesses to identify their target audiences, develop marketing strategies and execute each plan based on a client's individual needs. "We spend the time to really understand the issues our clients are facing so we can fix them the first time," said Jake Ruf II, brother and partner. "We are not a one-solution-fits-all company. Every client is different, and we listen to them and evaluate their needs before presenting a solution."

The recognition that each client is unique and has different needs led to the Ruf brothers' latest development for the travel and tourism industry. Visitor Analysis, an exclusive Ruf product, is a comprehensive analysis of actual visitors to a destination. It reveals visitors while providing insight into their travel behaviors and preferences. "We know that the future of this company lies in the expansion of our current products for specific industries, such as travel and tourism," said Brian Ruf, brother and partner. "The more tailored our programs and data can be, the more successful our clients will be."

The Ruf brothers credit their success to the Midwestern values and work ethic their father instilled in them. "Dad always pushed us to compete, whether that was with each other or in business," said Kurt Ruf. "We are all quite different, but I think that is what makes this company work. We all have our own ideas to bring to the table, yet every one of us has the same goal – to keep our father's dream alive. If we can do that as a family, then we're doing pretty well."

#### About Ruf Strategic Solutions

Ruf Strategic Solutions delivers a full suite of marketing intelligence solutions to help organizations acquire new customers, retain existing customers and develop one-to-one relationships to maximize profitability. Founded in 1976, Ruf Strategic Solutions helps organizations maximize the return on their marketing investment through superior customer intelligence. Ruf's unique ability to integrate vast arrays of data, technology tools and 30 years of expertise, empowers organizations with truly actionable and measurable intelligence. Through Customer Relationship Marketing (CRM), Ruf's clients are able to use consumer insight to reach their target audiences through multi-channel marketing. Ruf currently services many market leaders in a variety of industries. For more information, visit [www.ruf.com](http://www.ruf.com).

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*For more information about Ruf Strategic Solutions, call Valerie Jennings at 816.221.1040 or send an e-mail to [Valerie@jenningspr.net](mailto:Valerie@jenningspr.net).*