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For Immediate Release

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PRESS RELEASE

Ruf Strategic Solutions to Manage & Measure Data for State of Georgia's 1st Loyalty Card Program

Georgia Dream Pass Project will target golfers and golf courses

OLATHE, Kan. – Ruf Strategic Solutions, a database marketing company, and Pyhex Ventures, Inc., a technology incubation business, will launch the first loyalty card program for the Georgia Department of Economic Development (GDEcD).

The project, called the Georgia Dream Pass (GDP), will initially target Georgia-based golf clubs and golfers. Pyhex Ventures will manage the card program. Ruf Strategic Solutions, hired by Pyhex Ventures, will provide database intelligence, management and measurement.

Kurt Ruf, principal of Ruf Strategic Solutions, explained that due to the travel intelligence his company is providing, this campaign will be different from loyalty card programs of the past. “The majority of loyalty card programs are reactive, meaning consumers are mass marketed to without targeting and data intelligence,” Ruf said. “Our company will provide Pyhex and the state with tourism intelligence to market directly to tourism prospects.”

Ruf added that the end system will allow GDEcD a means to measure the backend effectiveness of their marketing programs. Additionally, it will create a benchmark for optimizing marketing and response measures which will have an economic impact on the state's tourism dollars.

The Georgia Dream Pass is already available to consumers as an insert in multiple golf magazines and online at www.gadreampass.com. Exclusive member benefits may include special member rates and discounts from member partners such as resorts, pro shops and golf courses.

Ruf Strategic Solutions will collect consumer information from the loyalty card for data warehousing, enhancement and reporting. GDEcD will also use Ruf Strategic Solutions' product, Visitor Analysis, a comprehensive analysis of their actual leisure visitors based on consumer transaction data. Measurement will be facilitated by monthly reporting solutions that will compare month-to-date inputs to the year-to-date data aggregates. The reporting will be matched to Ruf Strategic Solutions' comprehensive household data warehouse and provide high-level profiles of customer segments including demographics, lifestyles and travel behaviors. Additionally, the campaign will profile prospects for future marketing efforts.

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.

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