

## Integrated Management Services, Inc. Selected by Guthy-Renker to Perform IS Readiness Assessment and Infrastructure Upgrade

Westport, CT & Palm Desert, CA – Integrated Management Services, Inc. (IMS), a leading management and technology consulting firm with offices on the east and west coasts, announces that Guthy-Renker, one of the world's largest direct response television companies, has engaged IMS to perform an Information Systems readiness assessment and infrastructure upgrade to support and enable future growth, expansion, and diversification.

“Guthy-Renker selected IMS to thoroughly assess and document current technology, processes, and information systems to identify opportunities for value-added business and systems improvements,” said Jim Gabriel, IMS principal and director of west coast operations. “Upgrading the infrastructure to promote increased performance and scalability was identified as a critical priority due to Guthy-Renker’s rapid growth and continuing plans for expansion.” “We engaged IMS to perform the IS readiness assessment because of their keen understanding regarding the business and technology needs of fast growth companies, their significant experience in the retail and direct sales industries, and IMS’ success in aligning IT with critical business objectives to drive growth and improve the value contribution of overall business processes,” commented Kevin Knee, chief operating officer for Guthy-Renker. “All recommendations and proposed solutions from IMS are driven by Guthy-Renker’s business needs,” added Knee. “It is clear that IMS understands our business and how technology can be leveraged to improve it. We have confidence in their capabilities due to the quality, commitment, and dedication of their staff and IMS’ excellent reputation for delivering positive results.” “We appreciate the opportunity to leverage our significant capabilities and expertise for the benefit, value, and future success of Guthy-Renker,” said Sebastian Leonardi, vice president of business development for IMS. “The IS function for this billion dollar company needed to move far beyond the primary role of support and we are evolving IS and the infrastructure to meet and facilitate Guthy-Renker’s business strategy and future growth objectives.”

About Integrated Management Services, Inc. Integrated Management Services, Inc. (IMS) is a management and technology consulting firm with offices on the east and west coasts dedicated to assisting mid-to-large size direct sales, consumer goods, and product manufacturing companies in developing and implementing detailed strategies that drive business growth, align IT with critical business objectives to meet customer expectations, and improve the value contribution of overall business processes through increased revenue, reduced costs, and enhanced productivity.

About Guthy-Renker. Established in 1988, Guthy-Renker is today one of the world's largest direct response television companies with sales of more than \$1Billion per year and an average annual growth rate of 33% over the last 10 years.

Originally launched as a television direct marketer by Co-CEO’s Bill Guthy and Greg Renker, the independently-owned, vertically-integrated company has since broadened its focus into every area of electronic retailing, making quality products available to U.S. and international consumers through broadcast television, cable and satellite, as well as print advertising, direct mail and retail channels.