



RMS Inc. Announces Baron Unbehagen as New President and CEO

Seasoned computer software and financial services industries executive brings extensive marketing, product management and business development expertise to lead growth strategy

Grapevine, Texas -- June 21, 2011 – [RMS Inc.](#), the provider of data-driven, innovative incentive marketing solutions for financial institutions nationwide, today announced that Baron Unbehagen, the former SVP of Product Leadership at BancVue, has been appointed to succeed Michael Howe as President and CEO to lead RMS in its next stage of growth. A successful executive with over 15 years of experience working with banks, credit unions and insurance companies, Unbehagen will focus on expanding RMS' incentive marketing programs, innovative online product catalog and redemption products designed to help financial institutions engage, retain and grow their customer base.

Previously, Mr. Unbehagen served as BancVue's SVP Product Leader where he created a new business unit focused on building an innovative online rewards checking and personal financial management solution. Prior to that, Unbehagen drove the community financial services business unit for S1 Corporation, handling all self-service banking solutions. Previously, he was the Director of Product Management and Marketing at Performance Retail after serving as the Director of Channel Marketing at Works, Inc., which was subsequently acquired by Bank of America. He has a BBA in finance from the University of Texas at Austin where he also completed his MBA in marketing and entrepreneurship.

"Baron came to our attention because of his strong execution skills, proven leadership and track record of driving business results," said Michael Howe, former President and CEO of RMS. "I'm confident that his strong background in technology and vision will help shape RMS as the company continues its growth and product expansion."

"I am very excited to take on this new role and to continue building on the innovative approach to customer acquisition programs RMS has taken in the last two years. A veteran in the industry, RMS is well-positioned to help its clients grow and be successful in the current economic climate. This is a great company with a track record of growth, client success and a team of highly skilled employees," noted Mr. Unbehagen. "The company has done well under Mike's leadership, and I look forward to being part of the focus to continue delivering great products and exceptional services to our customers."

About RMS

For more than 35 years, [RMS](#) has been helping financial institutions achieve extraordinary marketing results by using proprietary consumer research to create unique, data-driven incentive marketing

programs that engage, retain and build customer trust. Through the unique power of insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. For additional information on RMS, visit www.renhack.com.

###

Media Contact:

Vanina Sloan

Marketing Communications Manager, RMS

Phone: 817.481.6516 / Email: vanina.sloan@rennhack.com