

For Immediate Release

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Technology Council Recognizes Wilke Technology Team

Columbus, Ohio—Wilke/Thornton, Inc.'s Consumer Relationship System development and consulting team was recognized as an Outstanding Technology Team Contributing to the Advancement of Technology by the Columbus Technology Council on January 12, 2006 at its annual TopCAT Awards event.

Wilke/Thornton, Inc.'s information technology team creates and supports Consumer Relationship System (CRS) solutions that serve 167 consumer packaged goods and services companies, including 26 of the Fortune 500, in 29 countries worldwide.

Other distinguished IT Teams competing for the 2006 Award included those from other world-class organizations such as American Electric Power, Chemical Abstracts Service, Dispatch Companies, Liebert Corporation, OCLC, and Ohio State University Medical Center.

2006 marks Wilke/Thornton's 25th year of providing Consumer Relationship Systems (CRS)—the *de facto* standard that automates Consumer Affairs and Customer Relations departments of the world's most respected companies. *CRS On-Demand* is the vanguard Web Service that Consumer Affairs representatives use to provide optimal response value to customer care—instantly, everywhere. CRS processes over 35 million consumer response contacts annually.

Using current technology, the Wilke team creates an application system tailored and customized to the diverse and unique needs of international companies, many with global operations. The *CRS On-Demand* Web service operates through Internet browsers. Consumer response representatives find it very easy to use, enabling them to *deliver consumer response value instantly, everywhere*. The Wilke team applies its deep development background and broad expertise to make this happen.

Like their consumer products company clients, the team's primary goal is to achieve the highest customer satisfaction, to delight clients with CRS capabilities that create productivity gains, optimize user experience, and generate good ROI.

By meeting development timelines for producing new releases with innovative features, as well as requested customizations, the Wilke team lives up to its' customer-focused motto: *We simplify the job of providing the world's best customer care*.

The Wilke team maintains top performance and keeps projects fresh by rotating the responsibilities among members. This practice enables them to exercise their skills and learn each other's expertise. And, the team is small enough to be nimble and quickly make strategic and tactical changes, if necessary.

This approach enabled Wilke in the past five years to rapidly adopt the software-as-a-service (SaaS), i.e., utility, business model. Fifty domestic and international clients now use the on-demand *CRS On-Demand* Web service. Wilke's early SaaS business model adoption is delivering ongoing cost savings to clients and has smoothed its own revenue stream.

Attesting to CRS' quality and value is that Wilke uses it to maintain relationships with its clients. The Wilke team incorporates many requested customizations that improve efficiency and effectiveness in consumer contact centers into CRS to make it the industry standard. The ongoing addition of best-practice features attracts new clients with both domestic and international operations.

Combining cutting-edge technology with the service model has enabled Wilke to maintain its competitive advantage in the ever-changing global fields of information technology and Consumer Affairs. The team was recognized for delivering continuous, profitable growth for the past five years—in a very turbulent economic period.