

## Campana Systems and Entrinsik Partner to Offer Real-time Reporting to AAA/CAA Auto Club Customers

*With Informer, Campana combines its in-depth knowledge of the auto club market with leading-edge technology to provide secure, reliable, interactive reporting capabilities.*

**Raleigh, N.C. – June 3, 2008** – Campana Systems Inc., an international leader in integrated information solutions for the AAA/CAA auto club industry, and Entrinsik, Inc. have announced a Partnership to provide Campana's AXIS customers with Informer, an easy-to-use, feature-rich reporting tool for extracting data and generating reports in real time via the Web.

For over 20 years Campana Systems Inc. has been providing integrated business and information management solutions to AAA/CAA auto clubs through its AXIS Division. The AXIS product suite, which includes member relationship management, emergency road service, membership, travel, point-of-sale and financial toolkits, are used by auto clubs to deliver exceptional and timely service, build stronger member relationships and increase member retention.

Founded in 1984, Entrinsik provides leading-edge database reporting solutions and unsurpassed customer service. With their flagship product, Informer, thousands of users enjoy the ability to leverage the Web to share real-time information impacting key business processes across the organization. With Informer, business users enjoy the freedom and flexibility to analyze and share information anytime, anywhere for immediate and optimal decision-making.

"At Campana, we leverage strategic technology relationships that enable us to provide added insight and cost efficiencies to our customers. By partnering with Entrinsik, our AXIS customers will benefit from enhanced reporting capabilities, including the ability to quickly and securely retrieve real-time data using Informer's easy-to-use and intuitive platform, and view the information in familiar desktop formats like PDF, Microsoft Excel and HTML", says Pierre Lapalme, Director of Sales and Marketing.

"Campana has an excellent reputation as a one-stop shop, dedicated to a full-service approach to providing integrated information solutions. We are delighted to have Campana as a Partner", says Doug Leupen, President of Entrinsik. "We look forward to collaborating with them to offer Informer, adding value to their overall solution by enabling their customers to instantly translate critical data into valuable information where and when they need it."

### **About Campana Systems**

Campana Systems Inc. is an international leader in information solutions for the auto club and health care industries. Since 1988 we have helped our clients achieve their ongoing business objectives using our in-depth industry knowledge and trusted business solutions. Our employees are dedicated to continually meeting the evolving needs of our clients. This dedication has helped build a global reputation based on solid support, trust and unsurpassed customer relationships. For more information about AXIS, visit [www.AXISforAutoClubs.com](http://www.AXISforAutoClubs.com).

### **About Entrinsik, Inc.**

Founded in 1984 and in the MultiValue market since, Entrinsik, Inc. has become an industry leader in delivering reporting systems for the IBM U2 family of database products. With Informer, thousands of end-users using MultiValue databases leverage the Web to securely share information anytime, anywhere. With its intuitive, easy-to-use interface, Informer provides end-users, IT staff, and executives an operational business intelligence environment by delivering up-to-the-minute information impacting key business processes. Entrinsik provides leading edge technology and unsurpassed service to their customers. For more information visit Entrinsik at [www.entrinsik.com](http://www.entrinsik.com).