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***REACT* is Building the Bridge to a Brighter Future**

Christopher Peer takes over as President

Press Release - Cuyahoga Falls, OH—February 1, 2006— REACT would like to thank Rick Turner and Frank Boyer for their efforts in developing REACT. Both have resigned their positions and liquidated their interests in the company.

We would like to introduce Christopher Peer as the new owner of the company. Christopher Peer will also serve as the new President. Joe Taylor will remain with the company in his current position as the Director of Education, and the Director of Insurance. We will announce a new board of directors by March 1, 2006.

About the new *REACT*

Founded in March 2005 after several years in development, REACT is a privately owned firm that helps companies with big aspirations and limited budgets integrate the 5 keys to a brighter future. Leveraging a broad base of real world asset recovery experience, REACT partners with asset recovery companies by providing total solutions, services, and support (The 5 Keys) that lower your cost of doing business while increasing your revenue. REACT's mission is to impact a partners business by 10 percent of their gross revenue within 1 year.

Building the Bridge to a Brighter Future: The 5 keys

Group Purchasing Program: One of the most exciting solutions that REACT offers their partners is the power to leverage their businesses as part of a large group of like business owners. REACT is working to combine the leverage of the asset recovery industry with the towing industry to establish purchasing discounts that will benefit all professionals. REACT partners will become part of a group of over 8000 companies that saved 3.1 million dollars in 2005 with discounts by companies like Dell Computers, Nextel, Dynamic, Aramark, La Quinta Hotels, a 1.9 % MasterCard and much more. REACT and its partner company are working together in a combined effort to develop even more discounts with more vendors. This solution will provide every professional partner the ability to purchase products and services at close to wholesale rates just as if you were a Fortune 500 Company.

Marketing: The art of making money. What a powerful statement. You could have the best product or service but if does not reach the right market you have nothing. You can work harder than the next person but if no one knows what you do or how well you do it, it is all for nothing. REACT provides our partners with a service that will improve your ability to market your business. REACT will implement cross marketing efforts with our partners through the uses of technology. We will leverage the information age to ensure that your clients know who you are, what you do, and how well you do it. The REACT Information Center (RIC) will reach out to the industry daily to gather information. REACT will use direct mail for constant brand recognition. REACT will utilize email marketing to deliver a constant and consistent message to lenders. REACT will provide webinar information sessions to clients to share the value of doing business with REACT's professional partners. We will market the value of using REACT professionals by providing lenders with agency locator tools, click and view power point commercials about each partners company combined with

click and view professional credentials of each partner. This will allow lenders to locate and identify the professional agency that they want to do business with in less than 1 to 2 minutes. All that is left is to negotiate a price for services. Partners will also have access to the power point commercials for implementation into your internal marketing plans. REACT is developing webinar tutorials to teach our partners the value of marketing their businesses. REACT will also provide marketing and sales templates for our partners to implement into their own businesses. REACT offers a total service that will deliver your message consistently and on target as a partner of REACT. REACT equals marketing and marketing equals more business for our partners.

Lender Relations: Lenders value doing business with professionals. By reaching out to lenders through an extensive marketing campaign to share with them our benefits and values, we will develop lender partnerships that benefit all professionals. We will provide a weekly webinar session that will allow lenders to attend an on line conference that will promote the benefits and values of REACT as well as our professional partners. By sharing information and training with lenders we will develop value in doing business with REACT professional partners.

Insurance: REACT recognizes the value of solid insurance protection for professional partners. Because of the high risk associated with our industry many insurance companies are not interested in the business. REACT has gone to work to find a solution to this problem and we believe we have found it. Through a strategic alliance with Aeon Insurance we have found partners in the insurance industry that are interested in providing credit discounts with competitive premiums for partners that implement the professional training and risk management that REACT offers. Aeon Insurance represents Empire, fire, and Marine and also SUA Insurance which gives every partner two options for insurance coverage. Aeon recognizes a value in doing business with professionals, and they believe professionals deserve to be recognized for their efforts to operate good businesses.

Training / Risk Management: The CARS program was launched by Joe and Elizabeth Taylor in 1999. Since its inception over 1800 professionals have taken the course and received certification. It is the core of the professional training solution that REACT offers its partners. It has grown to offer a continuing education program that will provide partners with annual training that helps them and their employees stay at the top of their profession with over 7 continuing education courses that cover every aspect of the business. By combining risk management solutions with professional training we will leverage our partners to obtain more competitive insurance premiums from Aeon Insurance and the insurance industry. We would like to formally announce a new partner benefit starting in June 2006. Every professional partner will be able to implement education into their businesses via the CARS program at a cost of only \$99.50 per student.

We would like to encourage you to find out more about how REACT can help your company lower your bottom line and increase your profits. We are in the process of developing a new web site that will reflect the image of the new REACT. We will begin on line presentations shortly after the release of the new web site to provide opportunities for agency owners, agents, and lenders to find out more about how REACT is Building the Bridge to a Brighter Future for small business professionals.

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