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## COAMS COMPLETES SAS 70 TYPE II REPORT

### *SAS 70 Type II Report Supports Clients' Sarbanes-Oxley Requirements*

**Chicago, Ill. — January 16, 2006** — CoAMS, a leading provider of strategic trade promotion management (TPM) solutions, announced today that it has successfully completed its SAS 70 (Statement of Auditing Standards No. 70) Type II Report. Developed by the American Institute of Certified Public Accountants, SAS 70 is the standard used to measure the reliability of service organizations internal controls. CoAMS has received an “unqualified opinion” from its independent auditor Blackman Kallick.

“Clients who realize the benefits of outsourcing their Co-op advertising, MDF and Rebate programs to CoAMS expect us to ensure that we have the proper controls in place and an ‘unqualified’ opinion from Blackman Kallick reflects the quality of our processes and controls, our solutions and our organization,” said Hank Riner, CoAMS’ Chief Executive Officer.

CoAMS SAS 70 report describes client processes and documents and evaluates the results of Blackman Kallick’s tests of controls around those processes- information that CoAMS clients and their auditors need for Sarbanes-Oxley compliance. In addition to helping clients meet regulatory requirements, the SAS 70:

- Asserts the quality of the processes and controls built into CoAMS’ solutions.
- Affirms the strength of the CoAMS operating environment.
- Assures clients that programs and transactions outsourced to CoAMS are managed and reported properly.

“Our completion of the SAS 70 report is just one more reason why it makes sense to outsource critical trade spending programs and initiatives to CoAMS,” Riner continued. CoAMS streamlines the processes for our clients and provides cost effective solutions to achieve regulatory compliance and adequate controls over trade management processes.”

### **About CoAMS**

For more than 20 years, CoAMS has supplied outsourced trade promotion management solutions and services for a wide range of global companies such as Cisco Systems, Sunbeam, Porsche and Ace Hardware. CoAMS provides its customers with rich tools to plan, track, control and evaluate trade-spending activities in order to grow and differentiate their brands and products in the marketplace. Using its unparalleled industry experience and knowledge, CoAMS has developed a proven set of best practices and methodologies designed to help companies maximize the effectiveness of trade promotions. For more information, please visit

[www.coams.com](http://www.coams.com).

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