

***For Immediate Release.***

Date: June 3, 2010  
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## **911 Datamaster taps Rhycom to enhance its brand**

(Overland Park, KS)—Rhycom, a full service, strategic communications agency, is proud to announce 911 Datamaster has hired them to initiate a new marketing and advertising program. Rhycom will assist them in implementing an integrated marketing communications plan including strategic planning, branding, advertising, print, online strategies and website development.

911 Datamaster provides an ever-growing suite of flexible, user-configurable 9-1-1 emergency software solutions. Its flagship products *DataConnect* and *DataBond* help local, state and regional organizations manage 9-1-1 databases and achieve outstanding data quality, comprehensive reporting and audit trails.

“911 Datamaster is a leading-edge, national technology provider with bright people and great software solutions. We feel very fortunate to have been chosen to partner with them as they develop and market innovative software products and services for the next generation of 9-1-1 technology,” stated Rick Rhyner, President of Rhycom.

“As our product suite evolves into Next Generation 9-1-1, we feel our messaging should better reflect this migration” states Scott Krehbiel, CEO of 911 Datamaster. “We believe our customers deserve timely and accurate information on how to best utilize our software. Rhycom has the experience and vision to assist us through this process.”

### **About 911 Datamaster**

911 Datamaster was founded in 1993 as a support system for entities using the 9-1-1 ALI database software. Design, implementation and continued support offered by 911 Datamaster allows efficient management throughout enterprises. 911 Datamaster is an industry leader on a national scale in the development of new technology and setting standards for 9-1-1 database management. The software developed by 911 Datamaster is used in more than 500 counties throughout 30 states, including two statewide systems, four major metropolitan areas and two foreign countries.

### **About Rhycom**

Rhycom focuses on strategy, creativity and commitment to clients, and consistently ranks in the *Kansas City Business Journal's* "Top 25 Advertising Agencies." Founded in 1999, Rhycom conceives and executes interactive and traditional marketing and advertising campaigns. Our clients include start-ups, established brands, and national and international corporations all with a common goal—to grow their business and their brand. Rhycom's services include strategic planning, research, advertising, interactive, web development, public relations and event promotion.

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