2221 Camden Court, Suite 210
Oak Brook, IL 60523
877-828-8614 [phone]
630-590-2051 [fax]
www.vAuto.com

FOR IMMEDIATE RELEASE

VAUTO RANKED NUMBER 17 FASTEST GROWING COMPANY IN NORTH AMERICA ON DELOITTE'S 2010 TECHNOLOGY FAST 500™

OAK BROOK, IL (October 20, 2010) – vAuto today announced that it ranked number 17 on Technology Fast 500™, Deloitte's ranking of 500 of the fastest growing technology, media, telecommunications, life sciences and clean technology companies in North America. Rankings are based on percentage of fiscal year revenue growth during the period from 2005-2009. vAuto grew 9,347 percent during this period.

vAuto's president, Keith Jezek, credits vAuto's unique approach to used vehicle inventory management with the company's extraordinary revenue growth. He said, "vAuto is more than state-of-the-art software. The vAuto system combines strategic implementation and cutting edge technology with a team committed to excellence. We are very excited to be part of the 2010 Technology Fast 500™."

"vAuto and the other 2010 Technology Fast 500™ winners forged ahead in a challenging economic environment to realize exceptional growth," said Phil Asmundson, vice chairman and Deloitte's U.S. technology, media and telecommunications leader. "Deloitte commends vAuto for this impressive accomplishment."

"vAuto has proved itself to be one of the fastest growing tech companies in North America, and we are proud to honor them as one of the 2010 Technology Fast 500™," said Mark Jensen, managing partner, venture capital services, Deloitte & Touche LLP.

Overall, Technology Fast 500™ award winners for 2010 had revenue growth ranging from 146 percent to 164,079 percent from 2005 to 2009, with an average growth of 2,361 percent.

For additional detail on the Technology Fast 500™ including selection and qualifying criteria, visit www.fast500.com.

About vAuto

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto's innovative "Live Market View" technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,000 dealerships across the country use vAuto's pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto's founder, is the author of two books featuring best practices and strategies for the used car department, Velocity: From the Front Line to the Bottom Line and Velocity 2.0: Paint, Pixels & Profitability. vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at www.vauto.com

As used in this document, "Deloitte" means Deloitte LLP. Please see www.deloitte.com/us/about for a detailed description of the legal structure of Deloitte LLP and its subsidiaries.

Media Contact:

Barbara Reitz
vAuto
Phone: +1.630.590.2023
E-mail: breitz@vauto.com

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