

vAuto Media Relations:

Lance Helgeson (lance.helgeson@vauto.com)
708-613-5816

Whann Technology Media Relations:

Kelly Bianchi (kbianchi@whanntech.com)
585-721-6522

FOR IMMEDIATE RELEASE

AuctionGenius, AWG Integration Expands Independent Auction Access
Partnership Helps Dealers Efficiently Find, Purchase Wholesale Used Vehicles

OAKBROOK TERRACE, IL – September 17, 2013 – vAuto Genius Labs™

announces the integration of its AuctionGenius™ tool with the Whann Technology Group's AWG Simulcast Platform to help dealers efficiently access and purchase wholesale used vehicles from independent auctions.

“This integration continues our efforts to provide dealers convenient access to a wider variety of wholesale vehicles and help them quickly find and purchase the ones that meet their used inventory needs,” says Todd Kinzle, Director, Operations, for vAuto Genius Labs. “In short, the AuctionGenius/AWG Simulcast integration gives dealers instant access to a larger pool of available vehicles at independent auctions they may not have considered in the past.”

“The AWG Simulcast integration with AuctionGenius fits perfectly with our goal to help independent auctions adopt new mobile and online technologies that help their dealer customers buy and sell wholesale vehicles in a more cost-effective and efficient manner,” says Keith Whann, Founder of the Whann Technology Group. “In addition, the AuctionGenius integration gives our independent auction partners the opportunity to expand their services and reach to a broader market of franchised and independent dealers.”

The AuctionGenius/AWG Simulcast integration is now “live” with the Columbus Fair Auto Auction in Columbus, OH. AuctionGenius and the Whann Technology Group are working with other independent auctions that use AWG Simulcast to expand their participation on the AuctionGenius platform.

About vAuto

vAuto® provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. vAuto’s Provision® Suite offers premium products that guide used vehicle acquisition, appraisals, pricing, merchandising and transparent sales processes for dealers based on real-time supply-and-demand data in their markets. vAuto Genius Labs provides smart, simple and stand-alone solutions that address everyday used vehicle management challenges. Today, thousands of dealerships across the United States and Canada rely on vAuto’s industry-leading solutions. vAuto’s visionary founder Dale Pollak’s latest book, *Velocity Overdrive: The Road to Reinvention*, is the third in his best-selling *Velocity* series, which guides dealers to greater success through the Velocity Method of Management™.

Headquartered in the Chicago suburb of Oakbrook Terrace, IL, vAuto maintains a research and development center in Austin, TX, and the vAuto Genius Labs office in Longmont, CO. vAuto is a subsidiary of AutoTrader Group, which includes AutoTrader.com®, Kelley Blue Book®, VinSolutions® and HomeNet Automotive®. AutoTrader Group is a majority-owned subsidiary of Cox Enterprises. Additional information about vAuto is available at www.vauto.com.

About Whann Technology Group

The Whann Technology Group owns, develops and manages software platforms, mobile applications and online marketplaces for auctions, dealers and consumers. Companies in the Whann Technology Group’s portfolio include: AWG Simulcast, the auction industry’s premier simulcast platform in use at over 130 wholesale automobile auctions in the United States, Canada and United

Kingdom; Auction Master, the auction industry's most intuitive auction management system built on a completely customizable Windows based system providing auction customers with the ability to operate in a more efficient and profitable fashion; WhannTech, whose Vindriven, Vindriven Pro and Transact Auto mobile applications provide dealers, consumers and auctions solutions for all aspects of the automotive industry; Auction Tech, which provides marketplaces, simulcast platforms and various software solutions and related data analytics that help businesses operate with greater efficiency and profitability and Auttr, an easy to use and intuitive search portal with over 1.5 million vehicles as well as car buying resources and information driven by the leading authority in the automotive industry, the Car Counselor. Additional information about Whann Technology Group is available at www.WhannTechnologyGroup.com.