

FOR IMMEDIATE RELEASE

**VAUTO'S POLLAK NAMED AS A FINALIST IN ERNST & YOUNG
2009 ENTREPRENEUR OF THE YEAR® AWARD – MIDWEST REGION**

OAK BROOK, IL (May 5, 2009) – vAuto is proud to announce that its founder and chairman, Dale Pollak, was named as a finalist for the 2009 Ernst & Young Entrepreneur of the Year® award in the Midwest.

“Dale is very deserving of this honor,” said Keith Jezek, vAuto’s president and CEO. “He took an idea and a belief and transformed them into a highly successful, rapidly growing company for the automotive retail industry. We couldn’t be more proud of Dale and his accomplishments.”

Finalists were selected by an independent panel made up of regional business, academic and community leaders. The Midwest program recognizes companies based in Illinois, Indiana and West Michigan. Winners will be announced at a gala event on Friday, June 26, 2009 at the Hilton Chicago.

Regional award winners will be eligible for consideration in the Ernst & Young Entrepreneur Of The Year 2009 national program. Winners in numerous national categories, as well as the overall national Ernst & Young Entrepreneur Of The Year award winner, will be announced at the annual awards gala in Palm Springs, California, on November 14, 2009. The awards are the culminating event of the Ernst & Young Strategic Growth Forum, the nation’s most prestigious gathering of high-growth, market-leading companies.

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About vAuto

Headquartered in the Chicago suburb of Oak Brook, Ill., vAuto also maintains a research and development center in Austin, Texas. The company's "Live Market View" technology currently allows more than 2,000 dealers to manage their used-car inventories based on comprehensive supply-and-demand information mined by vAuto for their specific market area. Details on millions of pre-owned vehicles are maintained and updated on a daily basis within vAuto's database.

The nation's six highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal and stocking systems, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota. Virtually every imported and domestic vehicle brand is represented on the company's customer list.

Further information about vAuto is available at www.vauto.com. The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at www.dalepollak.com.

About Ernst & Young's Entrepreneur Of The Year Awards Program

Ernst & Young's Entrepreneur Of The Year Award is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

Media Contacts:

Michelle Black

vAuto

Phone: +1.630.590.2023

E-mail: mblack@vauto.com