

**FOR IMMEDIATE RELEASE**

**VAUTO'S POLLAK NAMED AS A FINALIST IN ERNST & YOUNG  
2010 ENTREPRENEUR OF THE YEAR® AWARD – MIDWEST REGION**

**OAK BROOK, IL (May 5, 2010)** – vAuto is proud to announce that its founder and chairman, Dale Pollak, was named as a finalist for the 2010 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 Thursday, June 24, 2010 at the Sheraton Hotel and Towers Chicago.

Regional award winners will be eligible for consideration in the Ernst & Young Entrepreneur Of The Year 2010 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, 2010. 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.

## **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 2,500 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 five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was ranked number 22 on *Inc.* Magazine's 2009 annual ranking of the fastest-growing, privately held companies in America. The company's chairman and founder, Dale Pollak maintains a blog for the discussion of used-car trends at [www.dalepollak.com](http://www.dalepollak.com). More information on vAuto is available at [www.vAuto.com](http://www.vAuto.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.

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