

dealermatch™



DealerMatch and AuctionGenius Announce Partnership

Deal will dramatically expand inventory visible in AuctionGenius dashboard

ATLANTA, November 19, 2013 – DealerMatch, a subscription-based web and mobile app that connects dealers with almost 1 million retail-ready used vehicles, today announced a partnership to incorporate its inventory on vAuto Genius Labs' AuctionGenius platform.

As a result of this partnership, DealerMatch members who use AuctionGenius, a single-screen solution that enables dealers to quickly research and purchase used vehicles from leading wholesale outlets, will be able to view, access and make offers on DealerMatch inventory through the AuctionGenius dashboard.

“DealerMatch is a welcome addition to our platform and will provide our customers with a wider array and depth of selection to meet their used vehicle inventory acquisition needs, all without buy fees,” said Todd Kinzle, co-founder of AuctionGenius. “In addition, most of the DealerMatch inventory is retail-ready, which means our franchise and independent dealer customers can purchase vehicles at a significant savings and move them to their front lines right away.”

The partnership with DealerMatch will significantly increase the total inventory available through the AuctionGenius dashboard. DealerMatch members will be able to use the AuctionGenius screen view to click through and access the full list of inventory from 25,000 dealers available through DealerMatch.

“We are very excited to provide a seamless buying process to our members who use AuctionGenius,” said Greg Easterly, President & Co-founder of DealerMatch. “Our low monthly subscription of \$349 and unlimited buying and selling structure, combined with AuctionGenius' workflow efficiencies, will provide dealers with a faster, more profitable way to acquire used vehicles.”

DealerMatch allows dealers to buy and sell vehicles with no transaction fees, no contract and an optional 100% buyback guarantee known as DealShield. DealerMatch is majority-owned by Cox Enterprises and has members currently concentrated in the Eastern U.S., with a nationwide launch scheduled for 2014.

About DealerMatch

DealerMatch is a dealer-driven online marketplace featuring more than 900,000 retail-ready vehicles. Using the website or mobile app, dealers buy and sell with no auction fees, no contract and an available 100% buyback guarantee. DealerMatch helps franchise and independent dealers quickly and efficiently get the inventory they need while reducing expenses and increasing profits. A majority-owned

subsidiary of Cox Enterprises, DealerMatch will be available nationwide in early 2014. For more information, please visit www.dealermatch.com.

About vAuto

vAuto® provides innovative technology, tools and business intelligence to help dealers improve their used vehicle department sales and profits. In 2012, vAuto launched vAuto Genius Labs, which provides smart, simple and stand-alone solutions that address everyday used vehicle management challenges. vAuto Genius Labs products include AuctionGenius and AutoVisor. 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/geniuslabs.