

FOR IMMEDIATE RELEASE

VAUTO ADDS VP OF MARKETING TO MANAGEMENT TEAM

OAK BROOK, IL (January 10, 2011) – Dinos Constantine was recently named Vice President of Marketing at vAuto, a provider of used-car inventory management systems.

Constantine was most recently Chief Information Officer at Holler Classic Automotive Group in Orlando, Florida and a vAuto customer. He was responsible for developing and implementing digital marketing and CRM strategies for the seven-store enterprise. Constantine started his career in 1992 as President and Founder of Automotive Directions. Automotive Directions developed one of the industry's leading CRM solutions and was acquired by ADP in 2002. At ADP, Constantine served as Vice President-CRM Marketing and Consulting. Constantine was also Vice President and Shareholder of AutoStyleMart, a provider of accessory software solutions for automotive retailers, later acquired by DealerTrack in 2007.

“Dinos is a proven leader in our industry and he brings extensive knowledge to the vAuto management team,” says Keith Jezek, vAuto’s president. “His dealership and product development background will be instrumental as we continue to innovate and maintain vAuto’s market leadership position. We are excited to welcome Dinos to the team.”

Constantine has been a frequent guest speaker at automotive industry events, including the following: NADA Annual Convention; Digital Dealer; various state dealer associations; 20 Group meetings and other industry conferences. He received both his M.B.A. and B.S. from the University of Wisconsin in Madison, Wisconsin.

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

Media Contact:

Barbara Reitz

vAuto

Phone: +1.630.590.2023

E-mail: breitz@vauto.com