

FOR IMMEDIATE RELEASE

**VAUTO ANNOUNCES MAJOR ENHANCEMENTS TO
MERCHANDISING MODULE**

OAK BROOK, IL (April 7, 2010) – New functionality is now available for users of vAuto’s Live Market Merchandising Module, giving dealerships the ability to upload and customize their vehicle photos, generate window stickers and export listings to online marketing channels. With this enhancement, vAuto’s state-of-the-art technology provides dealers the ability to better manage their used vehicle inventories from acquisition to sale.

“The expanded vAuto system provides our customers one central location to manage their offline and online used inventory processes,” said Keith Jezek, vAuto’s president and CEO. “We believe this added functionality will simplify inventory management processes and reduce duplication of efforts, lower costs and result in a quicker time to market for used vehicles.”

Dealers can now create unique custom overlays for each of their photos as well as easily generate watermarks within the vAuto Live Market Merchandising Module. This tool allows dealers to market each one of their photos individually, highlighting unique features of each image. The added ability to export to all third-party sites provides enhanced visibility to the dealer’s used vehicle inventory from within one central console. In addition, vAuto’s window stickers provide robust option detail broken down by category, much like manufacturer’s stickers.

The Virtual View tool and AutoWriter® Technology were released in 2009 as the first tools within vAuto’s Live Market Merchandising Module. The Virtual View functionality allows dealers to validate that all vehicles are being displayed

with proper prices, photos and descriptions. Using vAuto's AutoWriter[®] Technology, dealers have the ability to dynamically generate and publish custom descriptions for their vehicles advertised online.

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. More information on vAuto is available at www.vAuto.com.

Media Contacts:

Michelle Black
vAuto
Phone: +1.630.590.2023
E-mail: mblack@vauto.com