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VAUTO EXPANDS EXECUTIVE TEAM

Morrie Eisenberg named vAuto's Vice President of Corporate Development.

OAK BROOK, IL (September 21, 2009) – Morrie Eisenberg has been named VP of Corporate Development at vAuto, a provider of used-car inventory management systems for the nation's franchised and independent car dealers. In this capacity, Eisenberg will lead key strategic initiatives for the company.

Eisenberg was previously Director of Business Development at Digital Motorworks Inc, (DMI), a technology firm serving the automotive sector that was sold to ADP Corporation in 2002. Following his work at DMI, he joined Microsoft Corporation and developed online services partnerships in the US and international markets. Eisenberg has also worked as CEO of Spleak Media Network, a venture-funded online media company, and as a consultant at Bain & Company.

“Morrie's diverse background in web media as well as business development makes him a great addition to the vAuto Management Team,” said Keith Jezek, vAuto's president and CEO. “His ability to help refine and execute the company's long-term growth strategies will bode well for our customers as well as our business.”

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Eisenberg is a graduate of The Wharton School, University of Pennsylvania in Philadelphia, and received his MBA from the MIT Sloan School of Management in Cambridge, Massachusetts.

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 five highest-volume franchised dealerships by brand currently use vAuto pricing, appraisal, stocking, and merchandising systems. vAuto was recently ranked number 22 on *Inc.* Magazine's 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.

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