

**FOR IMMEDIATE RELEASE**

**VAUTO POSTS RECORD RESULTS IN 2008 AS  
HIGH-TECH SUPPLIER TO DEALERS**

Despite a sharp decline in auto industry sales last year, vAuto posted record results in 2008, nearly tripling its customer base, doubling employment and expanding its headquarters facilities in Austin and Chicago.

The fastest-growing provider of web-based inventory-management systems for the industry's more than 70,000 franchised and independent used-car dealers, vAuto added more than 400 new customers during last year's fourth quarter, representing more than a 100 percent increase over the same period a year earlier. The company finished 2008 with a total of 1,600 dealership rooftops, up from 550 in 2007.

The company's breakthrough "Live Market View" technology allows dealers to manage used-car inventories based on comprehensive supply-and-demand information for their market. Details on millions of pre-owned vehicles are kept and updated on a daily basis within vAuto's massive database.

Last fall, vAuto signed an agreement to supply inventory-management systems to more than 170 Enterprise Car Sales locations. Enterprise Rent-A-Car is North America's largest rental car company. In partnership with Carfax, vAuto also is developing programs to help dealers improve inventory turns and profits from one-owner used vehicles.

Keith Jezek, vAuto's president and CEO, notes that the company strengthened its senior management team with the additions of Bill Nunan and Rafi Hamid. A former executive at Reynolds and Reynolds, Nunan manages the rapid growth of the company's customer base as senior vice president - Operations.

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Under Hamid's leadership, vAuto now offers consulting services on Internet marketing to its customers. An award-winning Internet marketing and e-commerce sales professional, Hamid joined the company as senior director - Digital Marketing Services.

A book written by vAuto's chairman and founder, Dale Pollak, broke into Amazon.com's top-10 list of best-selling reference books as well. "Velocity: From the Front Line to the Bottom Line" details the impact of digital technology on the used-car market.

At last year's National Automobile Dealers Association (NADA) convention in San Francisco, the company introduced software to help dealers identify and stock popular used vehicles. At this year's NADA convention at the New Orleans Morial Convention Center (Jan. 24-27), vAuto plans a further expansion of its product offering with the introduction of a vehicle merchandising program.

The nation's six highest-volume franchised dealerships by brand currently use vAuto's stocking, pricing and appraisal systems, including Chevrolet, Ford, Honda, Nissan, Lincoln-Mercury and Toyota. Virtually every imported and domestic vehicle brand is represented on the company's customer list.

Further information about vAuto is available at [www.vauto.com](http://www.vauto.com). Insights and discussion on used-car trends can be found on Dale Pollak's blog at [www.dalepollak.com](http://www.dalepollak.com).

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**Media Contacts:**

Michelle Black  
vAuto  
Phone: +1.630.590.2023  
E-mail: [mblack@vauto.com](mailto:mblack@vauto.com)

Sara Furtwaengler or Larry Weis  
AutoCom Associates  
Phone: +1.248.647.8621  
E-mail: [sfurtwaengler@usautocom.com](mailto:sfurtwaengler@usautocom.com) or [lweis@usautocom.com](mailto:lweis@usautocom.com)