



MEDIA RELEASE

FOR IMMEDIATE RELEASE

Autodata Solutions improves consumer online vehicle purchase experience by helping Inventory Management companies change the way they do business

Detroit, Michigan (February 7, 2008) – Autodata Solutions, Inc., a leading provider of automotive content, research and technology, today announced that 11 Inventory Management companies selected Autodata Solutions as a single-source vendor to provide comprehensive automotive data. Accurate and consistent automotive content is critical to support online vehicle inventory that is displayed on online portals.

The challenge of receiving automotive data from multiple sources and ensuring the information is timely and accurate for the consumer has been a complex process for Inventory Management companies to manage. Data is received with different naming conventions, vehicle details and update frequencies that make it difficult to compile the data and display it consistently to the consumer. The consumer is left with information that is often incomplete and/or lacks specific vehicle details.

Autodata Solutions streamlines the process of managing the data by cleansing and standardizing the vehicle descriptions and enhancing it with its comprehensive automotive content such as VIN data, recall/warranty information, editorials, images and multilingual data and providing specific vehicle details right down to the trim level.

“Autodata Solutions is committed to helping our clients meet their industry challenges,” said Director of Business Development for Autodata Solutions, Inc., Michael Benavides. “Autodata Solutions has the domain expertise and digital automotive assets to allow automotive marketing and e-commerce to thrive.”

About Autodata Solutions, Inc.

Autodata Solutions, Inc. (www.autodatasolutions.com) is one of North America’s leading automotive software and data providers. Founded in 1990, Autodata Solutions provides automotive content, research, and technology implementation services to auto manufacturers, fleet and leasing companies, dealer service providers and internet and media portals in North America, helping them market and sell their products more effectively and profitably. Autodata Solutions has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc. (www.internetbrands.com).

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