



For Immediate Release

MEDIA RELEASE

Autodata Solutions Delivers Rich Automotive Content as PriceWheels Launches AutoLoanDaily.com

Detroit, Michigan, September 10, 2008– Autodata Solutions, Inc., an automotive industry leader of technology solutions and vehicle content, is pleased to equip PriceWheels, LLC, a leading facilitator between consumers and retailers in the automotive industry, with comprehensive vehicle data to support their new site called AutoLoanDaily.com. In a bold move to help consumers become more informed and educated about automotive financing, AutoLoanDaily.com will include Autodata Solutions' automotive incentive and rebate information, images and rich editorial content.

Consumers can use AutoLoanDaily.com to learn about updates in the auto finance industry as well as gather background, pricing and incentive information about vehicles they are considering buying. By linking to Autodata Solutions' core and supplementary data, PriceWheels plans to complement their vehicle finance information with additional data such as still image photography, editorial content and New Car Test Drive reviews*.

"We were extremely impressed with the depth and breadth of the content that was available to us," said Thomas Maffettone, President of PriceWheels. "While we plan to initially start utilizing certain information, we also anticipate a long future continuing to work with Autodata Solutions by adding more data as our sites grow."

"We're excited about this relationship and Autodata Solutions' ability to supply AutoLoanDaily.com with the most timely, accurate and comprehensive incentive and rebate data available today," said Michael Lefteris, Director of Business Development at Autodata Solutions. "We look forward to helping PriceWheels as they deliver increasingly relevant automotive finance information to consumers."

About PriceWheels

PriceWheels started in December 2001 with the goal of matching interested car buyers with the appropriate automotive dealer. Since then, millions of consumers have found their next new car with the help of PriceWheels' services. As the PriceWheels.com site developed, it became evident that consumers wanted more than new car research, so the PriceWheels team shifted their business focus to helping consumers first find the right financing instead. Now with the launch of AutoLoanDaily.com, consumers can find information and tools to save money on their next auto loan or lease. PriceWheels understands that owning a car is a major financial purchase and a statement about each owner. For this reason, their goal is to make car financing and ownership as much fun for consumers as if they were stepping into their first car! For more information, visit pricewheels.com and autoloandaily.com

Autodata Solutions, Inc. 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 media portals in North America, to help them market and sell their products more effectively and profitably. Autodata Solutions, Inc., has offices in Detroit, Los Angeles, and London, Ontario, Canada, and is a division of Internet Brands, Inc. (www.internetbrands.com). www.autodatasolutions.com

*Autodata Solutions is an authorized distributor of New Car Test Drive Reviews.

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