



**For Immediate Release**

**MEDIA RELEASE**

## **DiamondLot.com Selects Autodata Solutions to Power its Next Generation of Dealer Services**

**Detroit, Michigan, April 1, 2008** - Autodata Solutions, Inc. ([www.autodatasolutions.com](http://www.autodatasolutions.com)), an automotive technology and data provider, and DiamondLot.com ([www.diamondlot.com](http://www.diamondlot.com)), a dealership service provider, announced today that they have extended a licensing deal to incorporate Autodata Solutions' automotive data, content and technology into DiamondLot's marketing suite.

Lost sales leads can negatively impact the bottom line. DiamondLot's dedicated dealer services includes on-the-lot inventory marketing services, creation of full color custom window stickers, and Diamond Call Trak, which provides lead information and Buyer's Guides for used vehicles. Autodata Solutions' comprehensive platform of VIN decoding, vehicle data, and multimedia content is designed to enable dealerships and their technology providers the ability to identify, describe and promote vehicles in all forms of media. As the demand for quality digital marketing services increases, DiamondLot continues to produce compelling online inventory listings and provide an impressive and quantifiable increase in lead generation, conversion and sales for its nationwide network of dealerships.

"We chose Autodata Solutions for their robust data and customer support. They had everything we needed to give us an edge over the competition," said Rick Wolverton, President, DiamondLot.com. "The VIN decoder, vehicle data, reviews, photos, and Spanish language translations are the most complete and accurate available in the industry."

"Autodata Solutions' industry-leading data and content platform offers DiamondLot the ability to provide an array of effective marketing tools and services to dealerships, including new mobile technology that puts the power of their inventory solutions in the palm of your hand," said Michael Benavides, Senior Director of Business Development, Autodata Solutions. DiamondLot is an excellent example of how dealership service providers, especially in the inventory management and marketing space, are investing in more powerful technology, data and content to gain a competitive edge for themselves and their customers.

**DiamondLot.com** is a leading data, photo and video collection service company with everything you need to ensure an impressive and quantifiable increase in lead generation, conversion and sales. This is why hundreds of dealerships have switched to DiamondLot to maximize their Internet marketing results.

**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](http://www.internetbrands.com)). For more information, visit [www.autodatasolutions.com](http://www.autodatasolutions.com).

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