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MEDIA RELEASE

Car Editorial Reviews Deliver Powerful Online Knowledge

Autodata Solutions, AutoUpLinkUSA Link Up to Provide In-depth Online Classified Car Listings

Detroit, Michigan, May 14, 2008 – Knowledge is power, and knowing when and how to use knowledge is ‘absolute power.’ For car dealers who display more in-depth information online about their vehicles, providing that knowledge can result in a faster turn of their new and used vehicle inventory. Dealerships that use the retail and third-party online automotive classified listings served by AutoUpLinkUSA will now enjoy absolute power with the benefit of informative editorial content for new and used vehicles from Autodata Solutions, Inc.

Since the vast majority of car shoppers (70 to 80 percent) research their vehicle purchase online, auto retailers who provide in-depth online content, such as Autodata Solutions’ Press Summaries, New Car Test Drive Reviews and Model Overviews, can keep those shoppers on their listings longer, whether those listings are on their own web site or third-party sites.

“Sticky eyeballs is the name of the game in the online world and our new partnership with Autodata Solutions, Inc. makes AutoUpLinkUSA-driven dealer web and third-party classified vehicle ad sites even stickier,” said Mike Baker, President of AutoUpLinkUSA, which helps car dealerships market and sell vehicle inventory online. “Research has shown that the longer shoppers spend on a site, the more likely they are to move deeper into the sales funnel and call or e-mail the dealership to initiate some action.”

“The benefits of New Car Test Drive and its team of seasoned automotive journalists are that they provide comprehensive model reviews and previews written in simple terms,” said Michael Lefteris, Manager, Business Development for Autodata Solutions. “These journalists review each vehicle inside and out, offering an overview, interior inspection, their driving impressions and a summary that includes specs and prices with reviews dating back to 1994.”

AutoUpLink considers the addition of the New Car Test Drive Reviews, Model Overviews and Aggregated Press Summaries to its listing sites as beneficial to dealers in two ways:

- By providing vehicle test drive reviews and press quotes right from the site, they keep viewers from clicking to other sites to learn what the media says about their possible next vehicle.
- By providing such rich content, dealers can deliver the knowledge consumers seek to make a more informed buying decision.

“Just as many moviegoers consider a film critic’s review before attending the theatre, car buyers often look to objective critiques of a particular vehicle to help them make an informed decision,” said Mr. Lefteris. “The New Car Test Drive Reviews give buyers the total picture.”

About AutoUpLinkUSA is a leading inventory data and vehicle image acquisition, management and online publishing company. It is in business to help car dealerships market and sell more vehicles online. The company’s superior products, in-dealership service and product concern resolution help more than 1,400 AutoUpLinkUSA dealership customers in 34 states drive more revenue from their inventory. The company’s attractive window sticker and compliant Buyers Guides services help dealers present attractive, accurate information about every used vehicle on the dealer’s lot. AutoUpLinkUSA is headquartered in Minneapolis, MN. www.autouplinkusa.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, dealership 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). For more information, visit www.autodatasolutions.com.

Autodata Solutions is an authorized distributor of New Car Test Drive Reviews and Model Overviews.

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