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MEDIA RELEASE

Autodata Solutions Expands Its Multimedia Capabilities with the Introduction of the Autodata Video Showroom

Detroit, Michigan, July 15, 2008 – Autodata Solutions, Inc., an industry leader in vehicle data, content, research and technology, introduces another innovation with the launch of the Autodata Video Showroom. The new multimedia offering will enable automotive retailers and media companies to deliver the next generation of interactive media to make their offerings more compelling and engage auto consumers everywhere.

The Autodata Video Showroom offers informative and entertaining vehicle videos produced exclusively for Autodata Solutions by AutoSpot Television. The full-motion, professionally produced vehicle videos feature two to three minute model overviews and offer an in-depth look at new vehicle makes and models to help create the most compelling online car buying experience. For prospective vehicle buyers, the Autodata Video Showroom's Model Overviews focus on new vehicles' interior features, exterior styling, key performance metrics, driving impressions and customer value. The Showroom's other video categories include Automotive Innovations & Features, Auto Show Coverage, Safety & Maintenance Tutorials, Concept Cars and Auto News & Information.

"We are excited to add the Autodata Video Showroom to our integrated CRM platform," said Richard Keith Latman, CEO of Maryland-based iMagicLab. "It features VideoEmail, eBrochures, Showroom Control, Inventory Management solutions, and more. The ability to create and maintain lasting relationships between our dealers and their customers is the key to our continued growth and success. I trust Autodata Solutions to continue to provide timely and accurate vehicle content for iMagicLab's products and services."

"We believe the ability to enhance rich vehicle descriptions, images, editorial and incentives data with high-quality video content will provide automotive marketers and research websites with an additional competitive advantage," noted Michael Benavides, Group VP of AutodataDIRECT. "Consistent with Autodata Solutions' mission to position its partners at the forefront of automotive ecommerce, our eye-catching videos engage audiences, drive website traffic, and attract potential buyers."

Video formats include Flash, QuickTime, MPEG, and Windows Media. Test drive the Autodata Video Showroom at: www.autodatasolutions.com/videoshowroom

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Autodata Solutions, Inc. is a North American automotive technology solutions and services company. Combining comprehensive automotive experience, research and technology to enable auto manufacturers, fleet and leasing companies, and dealership service providers to market and sell their products more effectively and profitably. Autodata Solutions influences the purchase decisions and online vehicle research of more than 23 million consumers each month. Founded in 1990, 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 AutoSpot Television.

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For further information contact:

Jackie Grant, Media Contact, T. 800-263-2384 ext. 6564, Email: jackie.grant@autodatasolutions.com