



For Immediate Release

MEDIA RELEASE

Autodata Solutions Goes Green with Introduction of Environmental Vehicle Data

Detroit, Michigan, July 15, 2008 - Keeping in step with consumers' increasing demand for cleaner, more fuel efficient vehicles, Autodata Solutions, Inc. is pleased to announce that it now offers green vehicle data as part of its comprehensive automotive digital assets. A leading supplier of data, content, research and technology to the automotive industry, Autodata Solutions has added eight key environmental data points to its already comprehensive vehicle database.

The green data aims to assist consumers in the comparison and evaluation of a vehicle's environmental impact. Sourced from the US Department of Energy and the US Environmental Protection Agency (EPA), the data includes new environmental ratings such as the Greenhouse Gas Score, Air Pollution Score, Energy Impact Score, Carbon Footprint, Smog Forming Pollution and Greenhouse Gases Emitted. The data also shows whether vehicles are SmartWay™ or SmartWay Elite™ certified—a designation given by the EPA to environmental performers achieving very good to superior Air Pollution and Greenhouse Gas Scores. These new data points will give Autodata Solutions' clients a significant opportunity to help consumers make an environmentally-informed choice about their next vehicle.

Autodata Solutions' addition of environmental data to their core database aligns with how people currently conduct online vehicle research. "The way our customers use our data is very granular, very transactional and drilled right down to the nuts and bolts of the vehicle itself," says Geoff Lander, Director of Fleet Sales at Autodata Solutions. "It's yet another set of data that customers can use to evaluate one vehicle versus another based on what's important to them."

The data will be tracked in real time for model years 2009 forward and will enhance consumers' online vehicle research, especially when combined with other data points such as available features, pricing, regional incentives, safety ratings and key performance metrics. The application of these environmental scores may also influence a buyers' decision to purchase within a particular vehicle class, such as a full-size sedan or SUV.

"Soaring energy prices and consumers' growing environmental concerns have deeply impacted the automotive retail environment," noted Michael Benavides, Group VP of AutodataDIRECT. "Through Autodata's distribution to thousands of dealership websites and many of the top online auto research portals, green-conscious consumers will have access to such environmental scoring—which may prove to be a critical factor in car buyers' purchase decisions in the years ahead."

By providing key vehicle performance data about fuel economy and vehicle emission levels, Autodata Solutions is continuing to demonstrate they know how to steer toward both improved customer service and environmental responsibility.

.....more

Autodata Solutions Goes Green with Introduction of Environmental Vehicle Data con't

About Autodata Solutions, Inc.

Founded in 1990, Autodata Solutions, Inc. (www.autodatasolutions.com) is one of North America's leading automotive software and data providers. 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, helping them market and sell their products more effectively and profitably. Autodata Solutions technology powers over 2.7 million configuration and 1.4 million pricing rules. More than 23 million consumers per month use Autodata Solutions' tools and software in North America to complete their online vehicle research. Autodata Solutions has offices in Detroit, Los Angeles, and London, Ontario, Canada and is a division of Internet Brands (NASDAQ: INET; www.internetbrands.com).

For further information please contact:

Ms Jackie Grant, Media Contact, Autodata Solutions, Inc.,
T: 1-800-263-2384 Ext. 6564, Email: Jackie.Grant@autodata.net