



**For Immediate Release**

**MEDIA RELEASE**

## **Web2Carz.com and Autodata Solutions Announce Alliance to Deliver Better Automotive Research Experience to Consumers**

**Detroit, Michigan, August 13, 2008**—Autodata Solutions, Inc., a leading provider of technology and automotive content solutions to the automotive industry, today announced an alliance with Web2Carz.com, a full service online portal specializing in consumer vehicle research. The alliance will result in richer data for visitors to Web2Carz.com's website, empowering them with more knowledge in the purchase of their next vehicle.

"Our current vendors just don't provide enough information to build a full research vertical," noted Alex Bravy, VP of Business Development at Web2Carz.com. "By taking advantage of the enhanced data offering from Autodata Solutions, we can offer more comprehensive data and a much better user experience to anyone visiting our website."

The fuller data set includes detailed multimedia editorial content consisting of New Car Test Drive reviews, vehicle overviews and full vehicle image coverage for model years 1994 forward. Consumers can access the enhanced data at Web2Carz.com to advance their research and approach a dealer with a more complete understanding of a particular vehicle they have in mind.

"Web2carz and Autodata Solutions have formed an alliance that we expect will result in a far easier-to-use consumer research portal," said Michael Lefteris, Director of Business Development at Autodata Solutions, Inc. "As Web2carz grows, we look forward to working with them in greater capacity, enhancing their unique service offering to consumers."

**Web2Carz.com Ltd.** is a full service online vehicle research portal founded in 2006, which offers new and used car reviews, quotes, buyer tips, and options for finding car financing. Their slogan states, "everything should be this easy" and their mission is to bring simplicity to the world of Online Full Service Automotive Portals. Drawing on industry experience, they have built a national network of service providers and relationships providing customers with the ability to search a network of dealerships, lenders, warranty organizations and other automotive related product offerings from a single online destination.

**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).

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

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