

PRESS RELEASE

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Outsell LLC Announces Acquisition of Northwind Software Inc.

Automotive Digital Marketing firm Outsell today announced the acquisition of Northwind Software Inc.- provider of the LeadConverter™ Live Chat, Voice Escalation and Call Center Interactivity technology platform

Minneapolis, MN, August 17, 2009 – www.outsell.com – Outsell, one of the leading providers of digital marketing services to the automotive industry, today announced that it has signed a definitive agreement to acquire certain assets of Northwind Software Inc. – the provider of the *LeadConverter™* Live Chat, Voice Escalation and Call Center Interactivity technology platform. Today’s announcement extends Outsell’s powerful digital marketing platform and infuses its technology with greater flexibility to meet the specific needs of individual dealerships.

“Our clients are always looking for new and better ways to interact with their customers and prospects online to drive greater sales and service ROIs,” said Mike Wethington, CEO of Outsell. “With the addition of Northwind Software to our broad family of digital marketing services, Outsell now offers the most flexible and complete suite of digital interaction services available to dealerships to communicate with consumers on a one-to-one basis.”

The addition of Northwind Software’s technology to Outsell’s existing product base will give dealerships a greater degree of customization and control over their digital marketing program, as well as helping to provide consumers with a more seamless online shopping experience.

“We have done extensive research and have found Outsell to be the best provider of digital marketing services in the industry,” said David Marod, Managing Partner and Board Chairman of Northwind Software Inc. “We are very excited to be a part of this great company, and believe the efforts of our combined teams will bring added value and greater opportunity to our current clients and business partners. “

As part of this acquisition, David Marod, Managing Partner of Northwind Software will also take on the role of Strategic Alliance Manager for Outsell, LLC.

About Outsell LLC

Outsell (www.outsell.com) is a digital marketing firm that helps market leaders effectively engage consumers. We execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

Outsell *The Intelligent Marketing Company*™

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