

FOR IMMEDIATE RELEASE

@utoRevenue announces over 2,000 online service appointments scheduled in 24 hours by @utoScheduler product

Lee, Mass., October 11, 2010 – @utoRevenue, an industry leader in delivering cost-effective customer contact solutions to auto dealerships nationwide, and a division of Dominion Dealer Solutions, today announced their online appointment scheduling solution, @utoScheduler, was used to set a record 2,012 service appointments in one 24-hour period.

@utoScheduler made quick work of doubling the previous milestone of 1,000 appointments scheduled in a 24-hour period, set back in March 2010. This new milestone serves not only as a notable benchmark in the product's successful history, but also as an indicator of its momentum in the auto retail industry.

Randy Uyehara, service director for Toyota of Hollywood remarked, "@utoScheduler has been part of our business model since inception. We use @utoScheduler to serve our customers with convenience, ease, and first-class support. With @utoScheduler, our customers receive just that. It is a tool we will never depart from."

"This is a remarkable achievement for every one of our dealers, who were able to increase efficiency and accuracy through rapid consumer adoption and utilization of our online scheduling tool," stated Brice Englert, general manager, @utoRevenue. "It also speaks to everyone at @utoRevenue who works tirelessly to ensure we provide our customers with the most powerful tools available."

@utoScheduler is the only scheduling system in the industry that is fully-integrated through multiple communication channels, including real-time synchronization with all major DMS systems. More than just a feature on a dealer's website, @utoScheduler can be presented via e-mail, voice, or direct mail to maximize consumer usage. Online vehicle service history provides consumers with helpful information when scheduling their appointments, while robust reporting provides the dealership with a detailed record of business activity on demand.

About @utoRevenue

@utoRevenue™ (www.autorevenue.com), a division of Dominion Enterprises, is based in Lee, Mass. As a first-mover in permission-based email marketing solutions for retail auto dealerships, @utoRevenue has evolved to offer a complete line of marketing services including email, email collection, online appointment scheduling, direct mail, voice messaging, and e-newsletters.

About Dominion Dealer Solutions



Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; and specialized data aggregation, management, and reporting services through Dealer Specialties, Cross-Sell, The DataCube, and DataOne Software. These businesses serve more than 60 percent of auto dealers nationwide. Learn more at <http://www.DominionDealerSolutions.com>. Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. Please see <http://www.DominionEnterprises.com>.

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