

FOR IMMEDIATE RELEASE

Cross-Sell integrates real-time market data to deliver complete inventory management solution with Dealer Specialties

Monroe, OH, February 2, 2011 – Cross-Sell, the leading provider of automotive data in the industry, and Dealer Specialties, the nation’s largest provider of comprehensive inventory management solutions, data services and merchandising tools, announced today the joint release of the new MarketControl Analytics solution. MarketControl Analytics enables dealers to use real-time market data to manage used car inventory and make better inventory management decisions. Both companies are divisions of Dominion Dealer Solutions.

“Over the last several years, consumer shopping habits have migrated to the internet. In many cases, consumers now have better competitive information than dealers,” said Sean Conley, general manager for Cross-Sell. “MarketControl Analytics will help dealers stock the right vehicles at the right price for any given market.”

The MarketControl Analytics suite combines sold vehicle data with current supply data to identify the optimal used car inventory. The toolset is designed to provide dealers with the flexibility to integrate past store experiences with real-time market data to make informed inventory management decisions. With the MarketControl Analytics solution, dealers experience a user-friendly interface with intuitive functionality, powerful reports and easy-to-use inventory controls. Designed to complement and directly integrate with Dealer Specialties’ Inventory Management solution, MarketControl Analytics can also be used as a standalone option to supplement an existing DMS or inventory system.

MarketControl Analytics combines four comprehensive and integrated tools, including pricing, stocking, appraisal and sourcing, to deliver the industry’s most powerful, real-time, decision-making inventory management solution set. Two key advantages of the suite are the power and depth of integration between the pricing and stocking tools. The pricing tool enables dealers to drive traffic to the showroom and guarantee placement on industry’s leading marketplaces by competitively pricing used inventory. The stocking tool enables dealers to increase profits by stocking the best-selling vehicles in the market. Combined, dealers will achieve better results,

increase inventory turn rate and maximize profits by stocking highly demanded, competitively priced vehicles in the market.

The appraisal and sourcing tools are also included in the MarketControl Analytics suite. The appraisal tool enables dealers to essentially increase profitability while acquiring pre-owned inventory. In addition, the sourcing tool improves inventory turn by enabling dealers to source and stock the most profitable vehicles in the market to stay ahead of consumer demands.

“Dealers have told us what they want: decision-making tools incorporated in inventory management systems. That is what led us to develop MarketControl Analytics,” said Glen Garvin, group general manager for Dominion Dealer Solutions. “This toolset harnesses the power of local market supply and demand data. Not only does the tool offer pricing recommendations, it also provides data to source vehicles, speculate on upcoming vehicle availability and understand movements in your local marketplace.”

About Cross-Sell

Cross-Sell, a division of Dominion Dealer Solutions, helps customers make better inventory decisions, develop effective selling strategies and find additional finance sources by delivering over 5000 fully customized vehicle market intelligence reports each month. For over 20 years, auto dealers, financial institutions and media firms have relied on Cross-Sell for the most current, accurate vehicle sales and auto loan statistics. For more information, visit www.Cross-Sell.com.

About Dealer Specialties

Dealer Specialties, a division of Dominion Dealer Solutions, is the nation’s leading provider of a comprehensive suite of inventory management solutions, dealer websites and internet marketing. Providing full-serve and self-serve solutions to dealers’ growing and changing business needs, Dealer Specialties provides real-time inventory updates and inventory marketing on the industry’s largest online distribution network, including GetAuto.com, Cars.com, eBay Motors, Craigslist, Vast.com, YouTube and many others.

Dealerships across the country choose Dealer Specialties as their inventory management and marketing solutions provider to ensure the highest quality, accuracy and timeliness of their vehicle inventory from lot to online. For more information, visit www.dealerspecialties.com.

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,

<http://www.DominionEnterprises.com>.

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