

AUTOBASE CRM WINS “HIGHEST RATED” DRIVINGSALES DEALER SATISFACTION AWARD

Autobase Ranked #1 in Dealer Satisfaction in CRM Category

Indianapolis, IN., February 5, 2011 – Autobase, the premier provider of CRM solutions for auto dealers nationwide and a division of Dominion Dealer Solutions, today announced it has won the “Highest Rated” CRM Award in the second annual DrivingSales Dealer Satisfaction Awards. Autobase received the highest ranking for dealer satisfaction in the CRM category for the second consecutive year, as determined by the thousands of auto dealers who are part of the DrivingSales.com community.

“As thrilling as it was to learn that the DrivingSales community had named Autobase the Highest Rated CRM in 2009, it is truly an honor to have earned the title for a second year in a row,” remarked Autobase founder and general manager, Bryan Anderson. “Since 1988, our goal has always been to deliver simple but powerful solutions that truly make a difference for our customers. We are very grateful to our dealers and to the DrivingSales community for sharing the result of our efforts with the automotive industry.”

Autobase joins sister companies AVV and @utoRevenue in being recognized with top honors by the DrivingSales online community. The awards come on the heels of Dominion Dealer Solutions’ move to unify AVV and @utoRevenue with Autobase, forming the automotive industry’s largest and most experienced CRM provider and serving nearly 4,000 dealers. The new organization will retain the name Autobase.

The DrivingSales Dealer Satisfaction Awards, presented at the 2011 NADA Convention and Expo, measure satisfaction with services provided by vendors by allowing dealers to rate and review their vendors online at DrivingSales.com.

“We are proud to present the DrivingSales Dealer Satisfaction ‘Highest Rated’ CRM Award to Autobase for achieving what we consider to be the highest possible accolade -- the satisfaction of their customers,” said DrivingSales CEO and Founder Jared Hamilton. “This award is a reflection of the excellent results Autobase has generated for dealerships across the nation, and we are proud to recognize their accomplishment.”

Full award results are available online at www.DrivingSales.com/dealersatisfactionaward. Full broadcast coverage of the DrivingSales Dealer Satisfaction Awards ceremony is available at <http://drivingsalestv.com>.

About Autobase

Autobase has specialized in providing the automotive retail market with premier Marketing and Sales CRM Solutions since 1988. More experienced than any other CRM provider in the industry, Autobase combines its award-winning CRM (Autobase) and ILM (WebControl) with the industry’s leading retention marketing offering (@utoRevenue) to deliver a comprehensive solution that drives and closes significantly more business in the showroom and service drive. Over 80,000 auto professionals partner with Autobase to recession-proof their business by finding, selling, and retaining more customers. Autobase is a division of Dominion Dealer Solutions. For more information, visit www.autobase.net.

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 Autobase, AVV, 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>.

About DrivingSales

DrivingSales is the auto industry's fastest-growing, most influential trade media property focused on delivering actionable profit-building information to auto retailers and industry professionals. DrivingSales' media network includes flagship property *DrivingSales.com* (www.drivingsales.com), the world's largest car dealer social network where thousands of dealership professionals collaborate and share best practices in a 20-group-style setting; *DrivingSalesTV* (www.drivingsalestv.com), an interactive web channel which helps car dealers and auto professionals keep tabs on their industry and emerging technologies 24/7; *DrivingSales University*, an on-demand training platform where dealerships learn the latest web strategies from top e-commerce experts; *DrivingSales Executive Summit* (DSES) the industry's leading conference where progressive dealers collaborate and learn from world renowned experts; and *DrivingSales Dealership Innovation Guide*, a free quarterly publication featuring case studies of the industry's most innovative dealerships, solutions and best practices.

DrivingSales encourages innovation and excellence in the industry with its annual *Dealer Satisfaction* and *Innovation Cup* Awards, whose winners are determined solely by the dealer community. Founded by Jared Hamilton, a third generation car dealer, DrivingSales was named one of ten social media gambits for 2009 by Automotive News and one of the Top 10 Companies to Watch by Auto Success Magazine.

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