

@UTOREVENUE WINS DRIVINGSALES DEALER SATISFACTION AWARD

@utoRevenue receives a "Top Rated" Award for Dealer Satisfaction in Owner Marketing Category

Lee, Ma., February 5, 2011 – @utoRevenue, the industry leader in retention marketing for auto dealers nationwide and the managed marketing services arm of Autobase (the CRM division of Dominion Dealer Solutions), today announced it has won a "Top Rated" Owner Marketing award in the second annual DrivingSales Dealer Satisfaction Awards, presented at the 2011 NADA Convention and Expo.

"This award is not as much a statement about @utoRevenue as it is a testimony to the partnerships we share with nearly 1,000 dealers nationwide," stated Brice Englert, @utoRevenue general manager. "Fully managing a dealership's communication strategy is all about the relationship we share with those dealers – knowing them, their business, their message, and their market. We are honored to have received their overwhelming recognition and support through the DrivingSales online community."

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

The DrivingSales Dealer Satisfaction Awards measure satisfaction with services provided by vendors by allowing dealers to rate and review their vendors online at DrivingSales.com. Only vendors who achieved top rankings in dealer satisfaction in each category, as determined by the thousands of auto dealers who are part of the DrivingSales.com community, received awards.

"We are proud to present a DrivingSales Dealer Satisfaction 'Top Rated' Owner Marketing Award to @utoRevenue," said DrivingSales CEO and Founder Jared Hamilton. "This award is a reflection of the excellent results @utoRevenue has generated for dealerships across the nation, and we are proud to recognize their accomplishment."

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

About @utoRevenue

@utoRevenue, the managed marketing services arm for Autobase CRM (www.autobase.net) and a division of Dominion Dealer Solutions, is based in Lee, MA. 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, retention and reputation management, voice messaging, and e-newsletters. Learn more at www.autorevenue.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 Autbase, 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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