

FOR IMMEDIATE RELEASE

Dealerskins and XIGroup unite to provide comprehensive website solutions for auto dealers

Nashville, TN, January 24, 2011 – Dealerskins, Inc., the premier provider of websites for automotive dealers nationwide and a division of Dominion Dealer Solutions, today announced its sister company, XIGroup (www.xigroup.com), will unite under the Dealerskins (www.Dealerskins.com) brand to provide the most comprehensive website solutions for auto dealers.

The merger of the two Dominion website businesses is part of an overall company strategy to provide a complete website, CRM and Inventory solution to reduce the time and frustration often experienced when using multiple technology products. Robert Berndt, president of Dominion Dealer Solutions, stated, “We recognize the need to simplify the technology options available to auto dealers. By integrating two premier website providers and leveraging best in breed products and services, we create a powerful solution for existing and future clients that is difficult to match in the automotive industry.”

Joe High, general manager of Dealerskins and XIGroup, will remain general manager of Dealerskins and will lead the unified team. High explained, “Our organizations have been providing custom website solutions to car dealers for over a decade. Through the joining of these award-winning companies, our clients will benefit from shared technology, in-depth industry knowledge, and increased resources. We emerge with a common vision, strong product strategy, and the ability to deliver optimized web solutions to our clients in 2011 and beyond. It’s a perfect way to begin the New Year.”

The company will continue to maintain existing products and services for both Dealerskins and XIGroup clients with the same level of support and dedication. Additional product and service offerings which result directly from this unification will be announced in early 2011.

Dealerskins will remain headquartered in Nashville, TN, with a regional office in Baltimore, MD.

About Dealerskins

Dealerskins, a division of Dominion Dealer Solutions and leader in automotive dealer web services has been building the most innovative dealer websites in the automotive industry since 2000. The company’s expertise comes from real-world dealership experience and a passion for listening and responding to dealers’ needs. With a staff of industry leaders that stays on top of the trends, Dealerskins is focused on designing beautiful websites and building comprehensive web tools for auto dealerships while optimizing the car shopper’s experience to deliver more quality leads to car dealers. For more information, visit www.Dealerskins.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 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

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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