

FOR IMMEDIATE RELEASE

DataOne Software Provides VIN Data and Decoding Solutions to Dealerskins

Beverly, Massachusetts - August 25, 2011 - [DataOne Software](#), a division of Dominion Dealer Solutions and a leading provider of vehicle data content and VIN decoding solutions, announced today it has been selected to provide VIN data and decoding solutions to Dealerskins, also a division of Dominion Dealer Solutions, and a premier automotive web solutions company. The strategic partnership benefits car dealerships by delivering more complete and accurate vehicle listings and an overall improved online experience for car shoppers.

DataOne's [VIN Decoder Web Services](#) provides Dealerskins and its clients with reliable vehicle matching information for detailed model, trim and installed equipment descriptions, enabling robust inventory displays. In addition, Dealerskins will also use DataOne's [Vehicle Build Logic](#) solution to fuel its vehicle research and configuration tools. This integration is part of an on-going integration plan at Dominion Dealer Solutions to provide the highest quality of data and customer service for dealers nationwide.

"Our clients trust that we will provide them with highly accurate data to power their inventory displays and vehicle research, comparison, and configuration tools," said Sean Stansell, product development manager of Dealerskins. "We selected DataOne because of their high quality standards, ability to provide custom solutions with minimal impact on our development resources, and superior customer support."

"Dealerskins has been a premium provider of dealer websites for some time. DataOne Software's solutions will now be powering their websites, inventory management, vehicle configuration and research tools," said Jake Maki, general manager of DataOne Software. "With DataOne vehicle decoding solutions in place, Dealerskins customers are assured of getting the most accurate new and used vehicle decoding in the automotive industry. "

About DataOne Software

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace, providing hundreds of businesses with VIN decoding solutions, along with cost-effective data integration and support for rapid technology development. The company sources automotive and related vehicle content including data and media, and was one of the first companies to make automotive content available by web service. Today, DataOne Software, a division of Dominion Dealer Solutions, provides data and materials to most segments of the

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automotive industry including insurance, warranty and service contract sectors, transportation, federal and state agencies, newspaper and print, as well as the auto dealer marketing sector. For more information, visit <http://dataonesoftware.com>.

About Dealerskins

Dealerskins, a division of Dominion Dealer Solutions and leader in automotive web services, has been building powerful dealer websites since 2000. The company's expertise comes from real-world dealership experience and a passion for listening and responding to dealers' needs. Dealerskins provides dealers with a complete digital marketing solution, including award-winning, SEO-friendly websites and mobile websites, in addition to search engine optimization, pay-per-click advertising and social media consulting services managed by fully trained Google AdWords Certified staff. Dealerskins' commitment and expertise ensure that dealers develop and maintain a strong online presence that optimizes the car shopper's experience while delivering more quality leads. For more information, visit <http://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: customer relationship management tools through AVV, Autobase, and @utoRevenue; websites through Dealerskins; 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 www.DominionDealerSolutions.com.

Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, commercial vehicle, real estate, apartment rental, travel, and employment industries. For more information, visit www.DominionEnterprises.com.

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