DataOne Software Creates Mapping to AAIA's ACES Standard

Beverly, MA- February 11, 2013 –   DataOne Software, a division of Dominion Dealer Solutions and a leading provider of vehicle content and automotive data solutions, today announced the release of its ACES Mapping product. With this launch, DataOne Software now maps its VIN-referenced automotive data to the Automotive Aftermarket Industry Association's (AAIA) Aftermarket Catalog Enhanced Standard (ACES) classification system for customers. DataOne Software ACES Mapping provides a map of AAIA's ACES Vehicle, Engine and Transmission ID's to the corresponding DatatOne Software ID's within its standardized vehicle data.

ACES is the North American standard for the management and exchange of automotive catalog and applications data. DataOne Software is an industry leader in automotive data services and VIN decoding software. DataOne's ACES Mapping is specific for each engine and transmission combination on the vehicle. As a result, it offers superior performance when compared to similar products that operate on Vehicle-to-Vehicle mapping alone. Users are able to decode a VIN to retrieve the applicable ACES and DataOne IDs, as well as detailed vehicle descriptions and OEM-recommended service intervals. ACES Mapping can be delivered within DataOne Software's VIN Decoder Web Service or separately as a standalone file.

"Combining ACES Mapping with DataOne Software's VIN decoding services provides a solution for businesses that want to streamline parts orders or fulfillment processes. By quickly identifying the right aftermarket part for each vehicle, this integration also reduces expenses resulting from ordering incorrect parts" stated Jacob Maki, general manager of DataOne Software. "The new ACES Mapping tool can be paired with DataOne Software's OEM Service Schedules to power automotive service center scheduling and logistics. "

About DataOne Software

Since 1999, DataOne Software has fulfilled unique content and data needs in the automotive marketplace, providing businesses with cost-effective data integration and support for rapid technology development. The company sources automotive and related 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 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 about DataOne Software automotive content, visit DataOneSoftware.com, call 877.438.8467 or e-mail sales@dataonesoftware.com

About Dominion Dealer Solutions

Dominion Dealer Solutions helps car dealers attract, retain, and service customers for life. Dominion Dealer Solutions' marketing performance system includes: web-based customer relationship and lead management tools, inventory management analytics, reputation management solutions and both hosted and web-based

dealer management systems (DMS). Additionally Dominion provides custom lead generation and digital marketing tools including: websites, SEO, SEM, digital advertising, multi-channel marketing, specialized data aggregation, mobile apps and market reports. Every OEM and more than 60 percent of auto dealers nationwide utilize Dominion Dealer Solutions' technologies to solve their marketing challenges. With Dominion Dealer Solutions, automotive dealerships truly can Have It All. For more information, visit our [website](), like us on [Facebook](), [Pinterest]() or [YouTube](), or follow us on [Twitter]().

About Dominion Enterprises

Dominion Enterprises is a leading marketing services and publishing company serving the automotive, recreational and commercial vehicle, real estate, apartment rental, employment, parenting, and travel industries. Headquartered in Norfolk, Virginia, with 3,300 employees in the United States, Canada, England, Sweden and Italy, the company provides a comprehensive suite of technology-based marketing solutions, and more than 45 market leading websites. Millions of For Rent®, Employment Guide® and HotelCoupons.com® publications are distributed across the U.S. each year. For more information, visit DominionEnterprises.com.

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