<u>FOR IMMEDIATE RELEASE</u>

Autobase Chooses DataOne Software's OEM Service Schedules for Enhanced @utoScheduler Functionality

Beverly, Massachusetts - September 27, 2011 - <u>DataOne Software</u>, 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 OEM Service Schedules to AutoBase, also a division of Dominion Dealer Solutions, and a premier marketing solutions provider for automotive dealerships nationwide. The OEM Service Schedules data is being used to power online scheduling within @utoScheduler, an industry-leading online service appointment solution.

Much of the dealers' profit from new car sales is realized through service sales. DataOne Software's OEM Service Schedules product was created to empower Dealer Service Providers (DSP) to enhance their service-based products and marketing efforts to increase dealer service revenue. In addition, OEM Service Schedules data is ideal for integration into online scheduling tools, providing a better scheduling experience for the customer. Within @utoScheduler, OEM Service Schedules is being used to provide consumers with the ability to schedule manufacturer recommended vehicle maintenance based on the vehicles mileage or months in use.

"A full-service solution like @utoScheduler requires a data product that can power many different types of functionality," states Ed Maier, @utoScheduler product manager. "DataOne's OEM Service Schedules product provides AutoBase the flexibility and detail to support all service-related activities within a dealership, as well as enhance the customers' online experience."

 "The OEM Service Schedules data is tied directly to the Vehicle Identification Number (VIN), allowing the product to support targeted automated push-marketing campaigns driven by VIN records in the dealer's DMS. In addition, the schedules are tied to year, make and model to enable a consumer to access their service schedules easily without a VIN. This is ideal for supporting inbound service marketing initiatives and scheduling solutions," related DataOne General Manager Jacob Maki. "The product captures service detail and matches OEM- specific verbiage. A consumer can compare the schedule provided by their dealer to their service manual, and see clearly that it matches the OEM recommendations."

 "Incorporating DataOne's OEM Service Schedules data into our product allows us to enhance the end user experience and increase the likelihood for scheduling additional service events with their dealer," remarked Ed Maier. "By providing the manufacturer's service recommendations, the dealer increases the transparency of the process and the customer confidence in scheduling service online. Integrating this data into our scheduling tools empowers the consumer to identify and schedule maintenance that is currently due, as well as services that have been recently missed or are coming up in the near future. This results in an excellent end user experience as well as increased service sales for the dealership."

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 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 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 managed 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: 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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