For Immediate Release

GOSO Enhances Landing Pages by Partnering with DataOne Software

Washington, DC, January 22, 2010 -- GOSO, a web and social media marketing suite for automotive dealers, is proud to announce its partnership with DataOne Software. GOSO, an intuitive vehicle inventory broadcast platform, also generates custom landing pages for every vehicle in a dealer's inventory. With information from trusted partners such as DataOne, GOSO provides consumers with an abundance of unique, rich content including vehicle specifications, images, features, videos and more.

❝ A solid solution for auto dealers with measurable results. ❞

GOSO currently has various partners that provide information via VIN decoding, attributes and safety ratings. These details appear on landing pages that are specifically designed for search engine optimization. The partnership with DataOne enhances landing pages with rich content.

"GOSO has been at the forefront of social media marketing innovation. They have demonstrated a clear benefit in the automotive industry for dealers and consumers alike." said Josh Pereira, Business Development manager at DataOne Software. "GOSO's platform in combination with DataOne Software's comprehensive automotive content has emerged as a solid solution for auto dealers with measurable results."

One of the many benefits of using GOSO is that search engines will return multiple vehicle pages providing consumers with a variety of entry points to ultimately generate leads. Since the content is sourced through a wide range of trusted data providers such as DataOne and Carfax, GOSO is able to

provide unique content that places vehicles at the top of the results page quickly, using the latest best practices in search engine optimization techniques.

"Adam Boalt, Founder of GOSO, and his company bring a tremendous amount of innovation and savvy marketing techniques to the automotive industry through GOSO solutions," Pereira said. "I look forward to the continued evolution of GOSO's cutting edge solutions as they continue to augment and define the consumer car buying experience to dealer benefit."

GOSO's next public appearance will be at this year's National Association Dealers Association in Orlando, Florida on February 13-15 2010 at booth 515. GOSO just recently won 'Best In Class' for the automotive Interactive Media Awards (IMA), the highest honor bestowed by IMA.

About DataOne
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, as 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 www.DataOneSoftware.com or call 877.438.8467.

About GOSO
GOSO is a social media and marketing suite designed specifically for automotive dealers. GOSO is a solution that not only connects to every social network from one place, but also integrates seamlessly with inventory, pulling data from trusted sources to generate rich, dynamic content that can be used to broadcast across the web, reaching out to millions of potential customers. It utilizes inventory data and provides comprehensive marketing and inventory support to enable dealers to engage directly with customers online. GOSO is a subsidiary of BOALT, an interactive agency based in Washington, D.C.

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