



FOR IMMEDIATE RELEASE

DataOne Expands Media Content with Affordable Color Matched Photos

BEVERLY, MA- February 8, 2013 – DataOne Software, a division of Dominion Dealer Solutions and a leading provider of automotive content and media, has expanded its library of media content to include color matched photos and a comprehensive collection of automotive stills.

“Our media collection is an ideal fit for vendors to utilize within vehicle marketing and for service-based solutions across the industry. We are committed to flexible licensing of these media to ensure that businesses in a wide variety of segments can use premium-quality media affordably within their solutions,” noted Josh Pereira, business development manager for DataOne Software. “Compliance with manufacturer requirements is one of the key considerations for media usage within the new vehicle marketing arena. Standards for new vehicle media representation can vary OEM to OEM and DataOne Software’s media content meets these standards and will continue to maintain compliance as the standards evolve over time.”

DataOne Software’s automotive marketing and service data are utilized across the industry for dealership marketing solutions ranging from inventory management, website design, and CRM to portal and classified listing sites. DataOne Software's automotive maintenance solutions are widely used within franchise and aftermarket customer outreach, service technology and scheduling programs. All of DataOne Software’s content has been designed with flexible delivery systems suitable for use within web, mobile web, and mobile applications.

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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