



For Immediate Release

PRESS RELEASE

zAutos chooses DataOne Software as its automotive content provider

BEVERLY, Massachusetts, Feb. 3, 2010 – DataOne Software, a division of Dominion Dealer Solutions, and a leading provider of automotive content and media, has been chosen by zAutos to support its suite of hosted online e-brochures and lead generating modules, which are integrated with common social media marketing hubs such as Facebook and MySpace.

“zAutos solutions utilize traditional lead generating modules and e-brochure campaign functionality. They also incorporate social media marketing integration features to widen exposure, thus, bringing added benefit to their auto dealers, auto portals, OEM and OEM partner clients,” says Josh Pereira, business development manager for DataOne Software. “DataOne Software provides vehicle data and consumer research information within zAutos solutions that helps engage consumers, increase the SEO value of search engine referenced content, as well as bring a much higher rate of return to clients and partners that utilize zAutos’ services.”

DataOne’s full automotive data and rich media solutions are utilized across the automotive industry for dealership marketing solutions ranging from inventory management and Web site design to CRM and service center solutions to key portals and classified listing sites.

“With DataOne Software’s vast array of data offerings we took the opportunity to analyze the data needs of our products to determine the possibility of outsourcing our data collections department. After receiving a large sample set of data, our database engineers determined that DataOne could effectively provide zAutos with the high quality data that we require, and thus the ability to outsource our data collection and focus on our core client offerings. The data we use in our product offerings is required to be timely, flexible, highly detailed and accurate, and provide SEO value. To put it simply, DataOne Software provides zAutos what we need,” says David Vennes, founder of zAutos.

About zAutos

zAutos was established in 2006 from a desire to build unique and intuitive automotive tools, incorporating cloud computing technologies and social networking principles. These automotive tools are designed to create direct communication strategies that help build, maintain, and retain customer relationships. zAutos is a technology company that helps organizations improve name recognition throughout the automotive industry. zAutos also specializes in providing organizations with lead management and lead generation solutions. zAutos is made up of a diverse group of individuals who not only have extensive experience and knowledge in the technology industry but also in the

automotive industry. The number one priority of all zAutos' products is to provide value to the customer experience. The products offered by zAutos currently include: Hosted Online Vehicle Configurators, e-Brochures, and Hosted Online Automotive Video Tools.

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, 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 DataOneSoftware.com or 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 products include: lead generation through IFMG; customer relationship management tools through AVV, Autobase, and @utoRevenue; Web sites through Dealerskins and XIGroup; 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. Dominion Dealer Solutions is a division of Dominion Enterprises. Learn more at www.DominionDealerSolutions.com. Dominion Dealer Solutions is a division of Dominion Enterprises, a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. For more information, visit www.DominionEnterprises.com.

Contact

Josh Pereira

978-290-7066

joshp@dataonesoftware.com

###