

DEALER DOWNLOADS

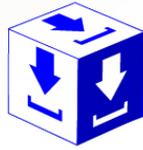
Dealer Downloads was founded in 2005 and specializes in extracting critical data from automotive dealer management systems (DMS) that empowers manufacturers, direct marketing firms and others who work in the automobile industry to fulfill their products and services. Actively developing and utilizing the latest "data mining" techniques, Dealer Downloads offers the experience and capabilities to proactively manage all aspects of automotive data.

Through the development of customized data management solutions based on the specific needs of each client, Dealer Downloads is an established, proven resource that consistently enhances the value - and accessibility - of dealer management data. Our exclusive software products, such as OLLIE™ and SecureConnect™ ensure the accuracy, timeliness, accessibility and usability of all information. Our clients have the peace of mind in knowing that every phase of the data gathering and development process will be handled efficiently, safely and with complete confidentiality.

Dealer Downloads goes beyond the simplistic download services of lesser resources to carefully and effectively extract data, and then provide detailed information in a usable format that instantly adds value to marketing and customer satisfaction programs.

To ensure the high quality of each data transaction and the complete satisfaction of every business partner, we focus on the following principles and benefits:

- **Security** - Dealer Downloads effectively extracts multiple types of transactional and historical data from dealer management systems, while utilizing the latest technologies to safeguard sensitive information during each phase of the data process. We take great measures to ensure that data is never corrupted and is always safely accessed.
- **Confidentiality** - Acting as a trusted business partner, our clients rely on Dealer Downloads to work in complete confidentiality while managing pertinent information for each project.
- **Integrity** - Dealer Downloads takes the time to understand all facets of each client's principles and procedures, and then creates customized solutions that complement our clients' business objectives.
- **Flexibility** - Our experience and personnel allow us to seamlessly partner with organizations to create customized solutions for success. Whether it is a one-time data extract for a dealer promotion, providing data for a regional or national campaign, or nightly data extracts to support on-going sales and marketing campaigns, we help achieve our client's goals.



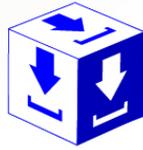
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To ensure the complete satisfaction and confidence of our clients, Dealer Downloads follows strict guidelines to ensure the integrity and safe extraction of all data.

- **Data purification** - Based on the needs of our clients, data that is extracted from a DMS can be sent through a purification process. This process involves removing duplicate names and addresses, VIN decoding, verifying addresses through National Change of Address (NCOA) software, and CASS software to ensure postal certification of all data.
- **Data safety** - All data is housed on secure servers in a state of the art, Class-A colocation facility, with a top ranked Tier 1 international Internet backbone.
- **Data support** - Dealer Downloads is dedicated to the complete success of our business partners and provides comprehensive support for all of our products and services. We support our client's daily operations during normal business hours. M-F 8:00am – 5:00pm central.
- **Data efficiency** - The latest, complex technologies implemented by Dealer Downloads help to create easy to access information, helping to minimize the IT requirements for each of our clients.
- **Data insight** - Dealer Downloads' automotive and information management expertise enables us to proactively address the specific data requirements of each of our clients.

Forget the cookie-cutter approach to accessing and developing data. Dealer Downloads works with valued partners and provides customized solutions through a unique selection of advantages, including:

- **OLLIE™** - (On-Line List Interface Engine) Only Dealer Downloads can offer the power of OLLIE™, an advanced technology application that enables our download coordinators to view our clients data, build lists and create analytical reports based on our clients specific needs.
- **SecureConnect™** - An application that provides a safe, secure and reliable alternative method of interfacing with a DMS without the use of a modem. Much like a virtual private network (VPN), SecureConnect™ creates a secure tunnel between a windows based PC in a dealership and our secure data collection servers.



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- **Proactive partnerships** - Investing the time to learn and understand each clients business empowers us to take proactive approaches throughout all phases of the data extraction and management process. The result? Highly usable information at your fingertips that can be used to create effective marketing and customer satisfaction programs. And a business relationship that our clients will find to be both productive and profitable - we've even helped clients develop new products!
- **Customized solutions** - No two of our clients are exactly alike - and neither are our data solutions. Dealer Downloads expertly creates data management programs that are the perfect match for the specific needs for each of our clients.
- **Advanced, detailed breakdowns of information** - Dealer Downloads goes beyond the typical analysis of data to "drill down" and give clients easy to access information that makes it easy to create marketing, customer satisfaction and retention programs.
- **Decades of experience** - The diverse group of experienced professionals at Dealer Downloads have years of experience in the areas of data management, marketing, direct mail, and automotive expertise. We intricately understand what it takes to help clients succeed and have the personnel to make it happen.