



FOR IMMEDIATE RELEASE

Dealer Specialties' The Analyzer Launched with Enhancements

CINCINNATI, February 2, 2010 – Dealer Specialties, a division of Dominion Dealer Solutions and the nation's largest provider of comprehensive inventory management solutions, websites and marketing tools, is pleased to announce the enhanced pricing analytics and appraisal tool, The Analyzer.

The Analyzer provides a more comprehensive evaluation of market vehicle sales performance with a more robust vehicle database. Also included in the Analyzer is an appraisal tool that utilizes current Black Book and NADA pricing guides in evaluating potential incoming trade-ins. That data is stored for comparison with supply and demand in the local marketplace.

"The automotive industry is in a volatile state and having access to data rich reporting that demonstrates a market's activity is critical," says Glen Garvin, Dealer Specialties general manager of product and development. "A major challenge in today's environment is pricing vehicles competitively amongst other dealerships. The new velocity report helps mitigate risk and empowers a dealer to purchase vehicles based on local market intelligence."

The Analyzer, which debuted in 2009, provides dealers with powerful inventory analytics, vehicle appraisal and pricing alerts with more than four million comparison vehicles. "With this added functionality, a more robust base of comparison vehicles and automated pricing adjustments, The Analyzer is an incredible value to our customers," says Garvin. The Analyzer is a transparent enhancement to the recently launched, redesigned Inventory Manager 3.0.

For more information about Dealer Specialties simple, powerful solutions and how these tools and industry consultants can benefit your dealership, visit www.dealerspecialties.com.

NADA invites you to "Go to Know". Dealer Specialties invites you to "Stop and Know" how Dealer Specialties can find the inventory management solution most profitable for your dealership. Visit booth 427 for an on-site demo and to speak with one of our consultants.

About Dealer Specialties

Dealer Specialties, a division of Dominion Dealer Solutions, is the nation's leading provider of a comprehensive suite of inventory management solutions, dealer websites and internet marketing. Providing full-serve and self-serve solutions to dealers growing and changing business needs, Dealer Specialties provides real-time inventory updates, and inventory marketing on the industry's largest online distribution network including GetAuto.com, Cars.com, eBay Motors, Craigslist, Vast.com, Google, YouTube and many others.

Dealerships across the country choose Dealer Specialties as their inventory management and marketing solutions provider to ensure the highest quality, accuracy and timeliness of their vehicle inventory from lot to online. For more information, visit www.dealerspecialties.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 <http://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 <http://www.DominionEnterprises.com>.

For additional information, contact:

Vicki O'Neill

Marketing Manager

Phone: 513-705-2211

Email: DSMarketing@getauto.com

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