

## What Dealers, Partners and Industry Experts Are Saying about Dealix

“We use Dealix’s New and Used car programs and last month we closed over 20% with our Dealix leads. The service is great, leads are consistently high quality and close rates are climbing up. Dealix is easy to work with and now with their Hassle Free Lead Return, they are making it even easier. Thanks Dealix! “

- Robert Murphy, Internet Sales Manager for Humble Hyundai of Humble, TX



“Dealix is always the first among lead providers to get quality leads through our door. I credit the quality of their leads and their excellent service with the overall success of our Internet department. We use all of Dealix’s products: New Car Leads, Used Car Leads, and we take part in Edmunds Premier Dealer Program through Dealix. If you want the fast track to more sales, in the most efficient way possible, you simply can’t go wrong with Dealix leads.”

- Ameer Watkins, Internet Sales Manager for Volvo of the Triad of Winston Salem, NC

“The Dealix model of charging on a pay-for-performance basis provides dealers a valuable, much needed choice from the classified advertising model, and by qualifying each lead, lets the dealer effectively measure their return of investment. With the all-new and highly-innovative UsedCars.com, dealers can also see that Dealix has made a significant investment to provide them with customers who are even more ready to buy.”

- David Kain, President of KainAutomotive.com



“We continue to get superb results from our Dealix leads: 20% of our Internet appointments are generated from Dealix, and we are closing 50% of them. We are averaging \$2,800 per Dealix lead sold. On nine vehicles sold, we gross \$25,200. Each Dealix lead we buy actually earns us \$232. I don’t view it as the price I pay per lead – I see the money I’ve earned from that lead. It’s an incredible ROI. And, I believe we will get that number even higher!

- Michael K. Myers, Internet Director for Kelly Nissan of Easton, PA

“We have been using Dealix leads for several years. As a source for third party leads, we have found Dealix is able to offer us the most for bang for the buck. We are able to customize our program, which enables us to ensure a higher closing ratio than with any other third party lead source we have used.”

- John M Bobo, Internet Sales Manager for Freedom Toyota of Hamburg, PA



## GARY MATHEWS MOTORS

“I’ve been using Dealix for over three years at our Chrysler-Dodge-Jeep store. Without a doubt, Dealix is our best producing lead source and generates the highest ROI for our marketing dollars. The Hassle Free Lead Return program eliminates headaches by making it easy for our store to get the maximum quantity of good leads in our market throughout the month. A company that holds itself accountable for delivering only high quality products to its customers is a company worth doing business with.”

- George Nations, Internet Sales Manager for Gary Mathews Motors of Clarksville, TN

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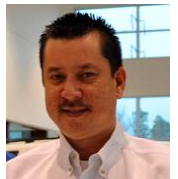
"In today's tough economic times, competition is fierce, and time is everything when it comes to responding to Internet customers' requests. The enhanced Dealix platform addresses pain points we have had with other providers in getting us leads quickly. We like to connect with our prospective customers while they're still at their computer, and Dealix is helping us to do that. Lead quality is also important, and the enhanced Dealix platform runs the lead through various checks to ensure the information is correct and the customer is valid before we even call them. I've used Dealix for years. The quality has always been there, and now with the enhanced platform, it's even better, and we are getting in touch with more customers than ever before."

**Anderson HONDA**

- Manuel Souza, Sales Director for Anderson Honda of Palo Alto, CA

"Green Choices on UsedCars.com provides a great opportunity for dealers to present a range of options to green conscious car buyers who might not be aware of all the possibilities they have. The site makes it very easy to match consumers with their ideal car, which makes it a win-win for the car buyer and the dealer."

- Jeff Collins, Internet director for Peters Chevrolet-Chrysler-Jeep of Longview, TX



"A lot of the successful stores I visit tell me how much UsedCars.com contributes to their e-commerce department. It is a targeted solution. By that I mean, when you get a lead on a specific car with UsedCars.com, there is a very high probability they were doing a specific search and you have the vehicle. That is the reason I used them as an ISM and why I recommend them today."

- Kim Clouse, CEO and Chairman of Auto Consultants LLC, SML, Jasper, AL

"Providing a superior car buying experience for visitors to AOL Autos is of paramount importance to us. We feel that Dealix has both a large network of participating dealers who will respond to our audience's inquiries and the technology to deliver a fast, efficient process. We look forward to a very successful collaboration with Dealix."



- Rudi Thun, General Manager, AOL Autos



"This new strategic agreement greatly strengthens our long-standing relationship with Dealix and enhances the value we jointly bring to their national network of dealers. Kbb.com is the first place millions of in-market vehicle shoppers visit each month to begin their vehicle research process, and Dealix provides an essential array of local buying choices through their broad dealer network."

- Paul Johnson, President and CEO of Kelley Blue Book

### Dealix to Power Yahoo! Autos Quote Platform

"Dealix will now power the quote platform for Yahoo! Autos. It's quite a coup: Dealix does the same for MSN Autos and AOL Autos. Add to that deals to distribute leads created on Edmunds and Kelley Blue Book, and the company is rapidly conquering the automotive classifieds lead generation space. For Yahoo!, Dealix is replacing a home-grown Yahoo system that distributed new car quotes to lead providers and OEMS based on a weekly auction. Dealix will now manage and distribute all leads created at the Yahoo site, giving first preference to customers who buy leads from Dealix."



- AIM Group.com July 2009



**TUTTLE-CLICK FORD  
LINCOLN MERCURY**  
Irvine Auto Center

"Wow... This is much easier than it sounded. I like that I can return the lead immediately and not have to worry about faxing you information at month end. Thanks, Daleen for coming in."

- Jim Follmer, Internet Director for Tuttle Click Lincoln Mercury, Irvine, CA