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NICHE PRINT AUTO PUBLICATION “MOTORWAY TO GO” POWERED BY DEALER FUSION’S *Adrenaline2™* PUTS ALAMEDA NEWSPAPER GROUP’S OAKLAND TRIBUNE IN DRIVER’S SEAT

Publication will “use racks to capture large independent lots and the currently under funded used car franchise business,” according to Vice President of ANG

OAKLAND, Calif. – (July 11, 2006) – Dealer Fusion, a full-service technology company supporting the Internet sales operations and advertising needs of automobile dealerships, has signed a deal with Alameda Newspaper Group’s flagship publication *Oakland Tribune* to create a co-branded niche publication, it was announced by Pierce Plam, co-founder and CEO.

The *Tribune* deal puts the power of Dealer Fusion’s proprietary *Adrenaline2™* — which repurposes data being collected from dealers — to work in creating and streamlining a low-cost, weekly niche print publication, scheduled to hit the racks in July of 2006.

“*Adrenaline2™* allows Dealer Fusion clients to outsource all the labor-intensive tasks of creating a niche automotive publication,” said Plam. “We handle collecting and managing all the data, we lay out the book, produce the PDF – camera ready artwork — and digitally transfer to our newspaper clients. The newspaper takes care of sales, printing, distribution and billing.

According to Matt Miller, Vice President of Classified Advertising, ANG, the deal reflects what has become the most profitable segment of the car business. “We are maxing out our capacity internally to produce and print this product on a regular basis. Dealer Fusion has an established track record to create seamless production operation cost-effectively, thereby maximizing sales time and relationships in the Bay Area market,” said Mr. Miller.

“Since our niche automotive books are still publications of the client, dealerships can purchase packages including liner ads in the originating newspaper. We’ve found that to be the “tipping point” with all dealers who traditionally have handwritten and faxed liners to the paper,” said Plam. “All the data is pushed from the book directly into liner ads. Dealer Fusion collects the data, the data does not have to be re-entered, eliminating hours of monotonous work — and errors — since the data is imported directly into the front-end system.”

Plam reports using Dealer Fusion as the third party outsource choice allows newspaper ad sales staff to get behind a product that delivers on fulfillment and generates revenue, freeing them to concentrate on increasing numbers of dealerships handled as well as the relationships key to maintaining those accounts. “We enable our newspaper clients to bring in more revenue, without exponential increases in bottom line expenditures,” he said. “We tip the scales in favor of the local and regional newspaper publications; they are now able to compete efficiently — and we jointly turn out a superior product,” said Plam. “It’s a combination of technology and service...resulting in branded niche publications that can compete on the racks against other auto books. It takes the battle for consumers right to the newspapers’ competitor’s doorstep — the specialty publication rack. And we’re winning.”

With a growing reputation as being the app in the marketplace, Plam has seen adoption of *Adrenaline2™* fuel the company’s growth. Dealer Fusion has extended its markets to include California, Chicago and Portland and has relationships with a number of publication groups including Media News Group and their affiliates; Alameda Newspaper Group (The Oakland Tribune), The San Jose Mercury News and The Contra Costa Times, Bay Classifieds, Newhouse’s The Oregonian and Hearst’s - The San Francisco Chronicle.

About Dealer Fusion, Inc.

Dealer Fusion plans to continue expanding both dealer and newspaper services in major metro areas. The company continues to build its national presence and has relationships with mega-publication groups such as Hearst, Media News Group (MNG) and Newhouse. Founded in 2000, Dealer Fusion has expanded its network of dealers to include some 500 automobile dealers. For more information, contact Phil Roper at 800-700-6675 x 121.