



**FOR IMMEDIATE RELEASE**

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## **DEALER FUSION ADDS DEALERSHIP INVENTORIES ONTO GOOGLE**

CONCORD, CA – March 27, 2006 – Dealer Fusion, a full-service technology company that supports the Internet sales operations and advertising needs of automobile dealerships through its service/software offerings, has integrated its pre-owned vehicle data with Google, it was announced by Richard Robinson, Dealer Fusion's co-founder and Chief Technology Officer. "We are excited to provide free exposure of our dealers' inventories," Robinson said. "Google has made it easy to display entire inventories at no additional cost to our dealership clients." Under Robinson's direction, Dealer Fusion will optimize vehicle postings on Google, Google Base, Froogle, and other related Google online properties so as to increase relevance and exposure for its dealership clients' vehicles.

### **About Google Inc.**

Google's innovative search technologies connect millions of people around the world with information every day. Founded in 1998 by Stanford Ph.D. students Larry Page and Sergey Brin, Google today is a top web property in all major global markets. Google's targeted advertising program provides businesses of all sizes with measurable results, while enhancing the overall web experience for users. Google is headquartered in Silicon Valley with offices throughout the Americas, Europe and Asia. For more information, visit [www.google.com](http://www.google.com).

### **About Dealer Fusion, Inc.**

Dealer Fusion collects data and digital photos of automobile dealerships' used car inventories. All inventories are then maintained across the Internet including Google, AutoTrader.com, Cars.com, dealers' websites, and more. The company operates in metropolitan areas including Northern California, Southern California, Chicago, and Portland. Founded in 2000, Dealer Fusion has expanded its network of dealers to include over 600 automobile dealers and is the largest company of its kind in California. Visit Dealer Fusion's Web site at <http://www.dealerfusion.com> or call (800) 700-6675.