***CarLocate.com* is a nationwide new and used car search *Web site*** *for consumers.*

***CarLocate.com combines the best in search technology with the best in site design*** *to make the experience of finding a car to buy simpler, easier, and more effective.*

***CarLocate.com offers consumers:***

- *A clean, uncluttered design that's easy to navigate.*
- *More efficient vehicle search features to deliver results more closely tailored to what consumers want.*
- *Easy-to-use tools to narrow searches across more than a dozen specific attributes – Green, location, car model, price – or search on several attributes simultaneously.*

***CarLocate.com is part of The Reynolds and Reynolds Company****, which has served the needs of automotive retailers for more than 80 years.*

***Cars found on CarLocate.com are loaded automatically from participating dealerships*** *that use a Reynolds and Reynolds dealership management system. Because of the scope of dealerships Reynolds serves, CarLocate.com has the opportunity to present consumers with an exceptionally large number of cars and more choices for finding the car most likely to match their needs.*

***CarLocate.com is filled with resources to help consumers shop smart in finding the right car to buy****, including the car research and tools sections, a blog, and an automotive forum.*

***Green Search on CarLocate.com helps consumers shop directly for eco-friendly new and used cars****, including fuel-efficient gasoline, diesel, and flexible fuel vehicles, as well as hybrids.*

***No match. No problem. CarMatch alerts from CarLocate.com enable registered users to automatically receive e-mail messages*** *when cars that meet their search criteria are added to the site.*

***The "CarLocate Crew" consists of CarLocate.com associates who represent the site at events*** *and on the Web. The Crew's promotional activities – including the current photo contest – help add an element of fun and excitement to shopping for a car online.*

***Connect with CarLocate.com:***

- ***Web:*** www.carlocate.com
- ***Social Media:*** www.facebook.com/carlocate.com or www.twitter.com/carlocate
- ***YouTube:*** www.youtube.com/user/carlocate
- ***E-mail:*** info@carlocate.com

***Media Contact:*** Loretta R. Good, 937.485.1932 or loretta_good@reyrey.com.

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**News Releases from CarLocate.com**

1. CarLocate.com Launches New Nationwide Car Search Portal; Making the Experience of Locating a Car Simpler, Easier, and More Effective
2. CarMatch from CarLocate.com Helps You Find Your Dream Car Effortlessly
3. Eco-friendly New and Used Car Search Option on CarLocate.com Helps Consumers Get Green and Get Going
4. CarLocate.com is Making Car Shopping Less Complicated and More Fun
5. CarLocate.com Launches Discussion Forum to Add Community for Car Shoppers and Car Enthusiasts
6. CarLocate.com to Sponsor Corrie Stott Racing in 2010 NASCAR Nationwide Series Races

**About CarLocate.com**

CarLocate.com combines the best in search technology with the best in site design to make the experience of locating and buying a car simpler, easier, and more effective. With CarLocate.com, anyone can quickly search new and used cars from thousands of dealerships, conveniently narrowing their search by a dozen criteria until they locate the car they want to buy. CarLocate.com is a part of The Reynolds and Reynolds Company.

**About Reynolds and Reynolds**

Reynolds and Reynolds was founded in 1866 as a business forms printer and began serving automotive dealerships in 1927. Today, Reynolds is recognized as a leading provider of automobile dealership software, services, and forms that help dealerships serve more customers more effectively. (www.reyrey.com)

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NEWS

**CarLocate.com Launches New Nationwide Car Search Portal;**
**Making the Experience of Locating a Car Simpler, Easier, and More Effective**

*"Why you need a car is your business. Finding you one is ours."*

**DAYTON, Ohio – Oct. 1, 2009** – CarLocate.com today announced the nationwide launch of its new and used vehicle search Web site designed to offer a better way for consumers to find a car they want to buy.

"We know that eight out of ten car buyers typically shop online for a vehicle before visiting a dealership," said Nicole Case, general manager of CarLocate.com. "We built CarLocate.com from the ground up to optimize the search features on the site and to help consumers locate the car that best fits with what they want to buy. As a result, CarLocate.com can make the experience of locating a car simpler, easier, and more effective."

CarLocate.com is designed to offer consumers:

- A clean, uncluttered design that's easy to navigate;
- A single focus on finding the right car;
- More efficient vehicle search features to deliver results more closely tailored to what consumers want; and
- Easy-to-use tools to narrow searches across more than a dozen specific attributes – location, car model, engine type, price, miles per gallon – or search on several attributes simultaneously.

**The CarLocate.com Difference**

Cars found on CarLocate.com are loaded automatically from participating dealerships across the country that use a Reynolds and Reynolds dealership management system to operate their business. Reynolds long has been recognized in the market as a leading provider of software, services, and business forms to help dealerships better serve their customers.

"Since the 1920s, Reynolds has served the nation's dealerships – from business forms to technology to the Web," said Trey Hiers, vice president of Corporate Marketing at Reynolds and Reynolds. "We're not just another media company or Internet start-up looking for a way to replace classified ads or clicks, like many of the car sites out there today. We know both automotive retailing and technology inside and out. Now, with CarLocate.com, we're applying our knowledge directly to a key part of auto sales – the car-buying experience for consumers."

Hiers also noted that the scope of dealerships served by Reynolds – from well-known dealership groups across the country to familiar local dealerships – gives CarLocate.com the opportunity to put an exceptionally large number of cars in front of consumers and more choices for finding the car most likely to match an individual consumer's needs.

"We've seen a strong initial response from dealers to CarLocate.com, which is especially encouraging in this economy," he said. "Already, nearly 3,500 dealerships have signed on to use the site."

Case added: "We realize there are bigger names on the Web for automobile search sites. But, only CarLocate.com has the advantage of the Reynolds heritage of serving automobile dealerships and knowing what their customers want in buying a car. It's that advantage that influences everything we do at CarLocate.com and the single-minded approach we've taken to helping you find a car."

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NEWS

## CarMatch from CarLocate.com Helps You Find Your Dream Car Effortlessly

*Consumers can opt to automatically receive an e-mail alert when cars matching their search criteria are added to the site.*

**DAYTON, Ohio – Nov. 5, 2009** – CarLocate.com, a nationwide new and used vehicle search Web site, today announced the availability of its newest feature, the CarMatch alert. With CarMatch, consumers can save their vehicle search criteria and then select to automatically receive e-mail messages when cars that meet those criteria are added to the site. The CarMatch alert helps consumers save time and effort when car shopping.

"We know that when consumers shop for a car, they often have very specific options they are looking for – from the color of the car to engine type to trim level," said Nicole Case, general manager of CarLocate.com. "With CarMatch, consumers now can be the first to know when cars that meet their preferences are available on our site. This is one more way CarLocate.com is making the experience of locating a car to buy simpler, easier, and more effective for consumers."

Consumers can sign up to receive CarMatch alerts from any search results page on CarLocate.com and can designate the time span for which they would like to receive messages. CarMatch alerts also can be added to existing saved searches on CarLocate.com.

Designed to offer a better way for consumers to find a car they want to buy, CarLocate.com has easy-to-use tools for consumers to narrow searches across more than a dozen specific attributes – location, car model, price, miles per gallon – or search on several attributes simultaneously.

To begin shopping for your next new or used dream car, visit www.carlocate.com.

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NEWS

**Eco-friendly New and Used Car Search Option on CarLocate.com Helps Consumers Get Green and Get Going**

*"Green Search" Feature Quickest and Easiest Way to Shop for Hybrids and Other Environmentally Friendly Cars*

**DAYTON, Ohio – Dec. 9, 2009** – CarLocate.com, a nationwide new and used vehicle search Web site, today unveiled its latest search feature – "Green Search" – that enables consumers to quickly and easily shop for eco-friendly new or used cars. With Green Search, consumers can directly narrow their search to cars designated by CarLocate.com as environmentally friendly. This includes hybrid vehicles, as well as fuel-efficient gasoline, diesel, and flexible fuel cars. Car shoppers will find the Green Search option on both the "New" and "Used" search pages on CarLocate.com.

As an additional feature, new and used car search results display a green leaf with any vehicle that meets the Green criteria.

"More and more, consumers are interested in buying vehicles with better fuel economy and lower emissions," said Nicole Case, general manager for CarLocate.com. "But being eco-friendly is more than looking at hybrids. Wading through all the information to find those cars isn't always easy. That's why we've created the Green Search option for both new and used cars. Now, we've made it quick and easy for car shoppers to find vehicles on our site that are more environmentally friendly. This is just one more way we're building our search function to cut the clutter and take consumers to search results that more exactly fit the cars they want to buy."

New and used cars designated as Green on the CarLocate.com site have an Environmental Protection Agency (EPA) standard of a combined fuel economy of 23.1 miles per gallon (mpg) or better. In addition, Green new vehicles also have either an EPA Air Pollution Score or EPA Greenhouse Gas Score of six or above.

CarLocate.com is designed to offer a better way for consumers to find a car they want to buy. The site has easy-to-use tools for consumers to narrow searches across more than a dozen specific attributes – Green, location, car model, engine type, price – or search on several attributes simultaneously. These features can help make the experience of locating a car to buy simpler, easier, and more effective.

To search for your next new or used Green car, visit www.carlocate.com.

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NEWS

## CarLocate.com is Making Car Shopping Less Complicated and More Fun

*With Momentum from Early Success, CarLocate.com Looks Ahead to Helping Consumers Shop Smart in 2010*

**DAYTON, Ohio – Jan. 28, 2010** – For the eight out of 10 car buyers who typically shop online before visiting a dealership, CarLocate.com combines the best in search technology with the best in site design to help make the experience of shopping for a car simpler, easier, and more enjoyable. Since launching in October 2009, CarLocate.com has rapidly added new features to the site and actively engaged consumers – all of which have led to a steady increase in page views and visits to the site.

"Shopping for a car online should be a lot less complicated and a lot more fun," said Nicole Case, general manager of CarLocate.com. "That's the approach we've taken as we've built out CarLocate.com and as we've promoted our site to car buyers."

### Making Car Shopping Easier and More Enjoyable

In the past four months, a number of enhancements have been added to CarLocate.com to help car buyers more quickly and easily find a car to buy:

- **Green Search** capability for new and used vehicles helps consumers shop directly for eco-friendly cars.
- **CarMatch alerts** enable registered users to automatically receive e-mail messages when cars that meet their search criteria are added to the site.
- The **Share** button allows car shoppers to easily share their favorite vehicle listings from CarLocate.com to social Web sites so they can seek feedback from people in their social networks.

In addition, the **CarLocate.com blog** and discussion **forum** are two more resources consumers can use to help simplify shopping for a car.

These enhancements help CarLocate.com further provide a clean, uncluttered site that's easy for car shoppers to navigate.

### Looking Ahead

"At CarLocate.com, we built the site from the ground up with a single thought in mind – to help you find the car that best fits with what you want to buy," Case said. "We also want you to be able to do that in the most intuitive way possible. That's what has driven our enhancements so far and that's what will continue to drive us. It's all part of how we want to improve your car shopping experience and help you shop smart for your next new or used car."

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NEWS

**CarLocate.com Launches Discussion Forum to Add Community for Car Shoppers and Car Enthusiasts**

*Message Board is One More Way CarLocate.com Helps Consumers Shop Smart for Their Next New or Used Car*

**DAYTON, Ohio – Feb. 3, 2010** – CarLocate.com has added an automotive forum to its new and used car search Web site to provide consumers with one more source of helpful information when shopping for a car to buy. The discussion forum, or message board, helps connect site members so they can learn from others' knowledge and experience, share common interests, and voice their opinions about cars and car buying. The forum is easily accessible from the CarLocate.com home page or can be viewed directly at http://forum.carlocate.com.

"Consumers put a lot of effort into researching and deciding which car they want to buy," said Nicole Case, general manager of CarLocate.com. "As we've built our site, we've focused on adding the resources and information to help car buyers make their decision more quickly and easily. We started with the fundamentals in our car research and tools sections. Next, we added the blog so we could share the latest auto news and trends. Now, we've added the forum as a way to connect consumers to other consumers so they can benefit from each other's insights and experiences with cars and car buying."

Forum topics cover all aspects of new and used car buying, as well as areas of interest for car enthusiasts. To make a post, simply register for a free account from CarLocate.com. Registering also allows you to save vehicle searches, set CarMatch alerts, and comment on the CarLocate.com blog – all from a single sign-on.

The forum is the latest in a number of recent site enhancements to CarLocate.com.

Ready to buy your next new or used car? Shop www.carlocate.com.

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NEWS

**CarLocate.com to Sponsor Corrie Stott Racing in 2010 NASCAR Nationwide Series Races**

*CarLocate.com Sponsorship of the No. 02 Car Begins with DRIVE4COPD 300 on Feb. 13, 2010*

**DAYTON, Ohio – Feb. 12, 2010** – CarLocate.com, a new and used car search Web site, today announced an agreement with Corrie Stott Racing to be a primary sponsor of the No. 02 car for upcoming races in the NASCAR Nationwide Series. The CarLocate.com sponsorship begins with the DRIVE4COPD 300 to be held Feb. 13, 2010, beginning at 1 p.m. EST, in Daytona, Fla. Danny Efland will drive the No. 02 car in the Daytona race.

The 2010 NASCAR season opener and the first race of the 2010 Nationwide Series, the DRIVE4COPD 300 will match the rising stars of the NASCAR Nationwide Series against the top drivers of the NASCAR Sprint Cup Series in a 120-lap, 300-mile event.

"This is a wonderful opportunity for us to join in the fun and excitement of NASCAR by supporting the Corrie Stott organization and their up-and-coming drivers," said Nicole Case, general manager for CarLocate.com. "It's also a great opportunity to generate more nationwide exposure for CarLocate.com and the site's capabilities to help consumers find the cars they want to buy. We wish the Corrie Stott team the best of luck this season and look forward to cheering for them on race day."

Additionally, CarLocate.com will be the primary sponsor of the No. 02 car during the:

- Stater Bros. 300 scheduled for Feb. 20 in Fontana, Calif.
- Sam's Town 300 scheduled for Feb. 27 in Las Vegas, Nev.

For more about Corrie Stott Racing, visit http://corriestottracing.com/.

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