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NICHE PRINT AUTO PUBLICATION “*SF CHRONICLE CARS WEEKLY*” POWERED BY DEALER FUSION’S *Adrenaline2™* SPEEDS SAN FRANCISCO CHRONICLE PAST ITS COMPETITION

Dealer Fusion technology “exceeds expectations, minimizes time to market and enables us to produce a stellar publication,” says SF Chronicle’s Director of New Ventures

San Francisco, California — (August 7, 2006) — Dealer Fusion, a full-service technology company that supports the Internet sales operations and advertising needs of automobile dealerships, has ignited the successful re-launch of the San Francisco Chronicle’s “*SF Chronicle Cars Weekly*,” a niche auto publication, it was announced by Pierce Plam, co-founder and CEO.

“*SF Chronicle Cars Weekly*” 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.

“It’s been great! Dealer Fusion understands the car business and the advertising side and, thanks to their expertise, we’ve surpassed our original business goals,” said an ecstatic Bill Marker, Classified Auto Sales Manager at the Chronicle. “Since launching in July, we’ve expanded our publication by an additional ten pages to 44 pages. I definitely recommend Dealer Fusion’s technology to other newspapers outside the Bay Area,” added Marker.

Leonard Sbrocco, San Francisco Chronicle’s Director of New Ventures, said newspapers can no longer afford to manage their relationship with auto dealerships alone. “Dealer Fusion’s technology makes it easier for our sales staff to aggressively sell in the auto dealership space,” said Sbrocco. “By taking care of all the production work, Dealer Fusion has freed up our salespeople to make more calls. Thanks to this model and based on current trends, we anticipate a \$500,000 jump in projected revenue. The quality of the publication and the minimal amount of time a dealer has to spend to be in the publication makes “*SF Chronicle Cars Weekly*” an unqualified success,” he added.

“*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, finalize the camera ready artwork and digitally transfer to our newspaper clients. The newspaper takes care of sales, printing, distribution and billing.”

“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 this to be of particular importance to dealers who hand-write and fax 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 — as 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. “Dealer Fusion technology is helping newspapers such as the Chronicle get back lost ad revenue from dealerships,” said Plam. “By bundling liner ads into niche publications and using the power of the Internet, newspapers can gain a significant percentage of advertising dollars back that have been eroding over time. It’s a triple power play, and it works.”

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.