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**NICHE PRINT AUTO PUBLICATION "DRIVE" POWERED BY DEALER FUSION'S *Adrenaline2™* SPURS SAN ANTONIO EXPRESS-NEWS PAST ITS COMPETITION!**

**Dealer Fusion technology "helped us reach our initial goal of 32 pages and we're already looking to surpass it," says Express-News Business Development Manager**

SAN ANTONIO — (September 6, 2006) — Dealer Fusion, a full-service technology company that supports the Internet sales operations and advertising needs of automobile dealerships, has secured a one year deal with the *San Antonio Express-News*, a Hearst Communications, Inc. newspaper, to implement its proprietary software, *Adrenaline2™* to expand the reach and streamline production of the News' "Drive" a weekly niche auto publication, it was announced by Pierce Plam, co-founder and CEO, Dealer Fusion.

"The implementation process has gone very well," said a pleased Lana Harris, New Business Development Manager at the *Express-News*. "Dealer Fusion was good at listening to the feedback we gave them and helped us produce the niche publication we wanted. By far, of the types of vendors we considered, Dealer Fusion was the most receptive to hearing our ideas and adjusting their model to fit into our system," added Harris.

"The Express-News realized this was a huge market for their niche pub and, using Dealer Fusion technology, just ran with it," said Matt Smith, GM, Dealer Fusion. "In terms of deliverables, Dealer Fusion was able to provide a service enabling the paper to produce its niche pub, "Drive" at a reduced rate of cost, which boosts revenue and fattens the margin spectacularly."

"*Adrenaline2™* allows Dealer Fusion clients to outsource all the labor-intensive tasks of creating a niche automotive publication," explained Plam. "Our organization collects and manages all the data, lays out the book, produces the PDF — camera ready artwork — and digitally transfers to newspaper clients. The newspaper takes care of sales, printing, distribution and billing."

"Since our niche automotive books are still publications of the client, a dealership can purchase packages including liner ads in the originating newspaper. We've found this to be of particular importance to dealers who currently 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, meaning data does not have to be re-entered, thereby eliminating hours of monotonous work — and errors — as it is imported directly into the front-end system."

"It's a benefit for newspapers to partner with Dealer Fusion and was much more economical for us since Dealer Fusion offered a comprehensive package of services that no other competitor matched," said Harris. "Not only do we see adding more than four pages in our next issue, but we're aiming for more display ads, including motorcycles, boats and RVs further allowing the Express-News auto-pub offering to stand out from its competitors."

With a growing reputation in the niche auto-pub marketplace, Plam has seen adoption of *Adrenaline2™* fuel the company's growth. "Dealer Fusion technology is helping newspapers such as the *Express-News* get back lost ad revenue from dealerships. We're a proven commodity," said Plam.

Dealer Fusion newest markets include Northern California, Chicago, Portland and San Antonio. The company has relationships with a number of publication groups including Media News Group and its affiliates; Alameda Newspaper Group (*The Oakland Tribune*), *The San Jose Mercury News* and *The Contra Costa Times*, *Bay Classifieds*; Newhouse publishing's *The Oregonian* and Hearst Corporation's *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.

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