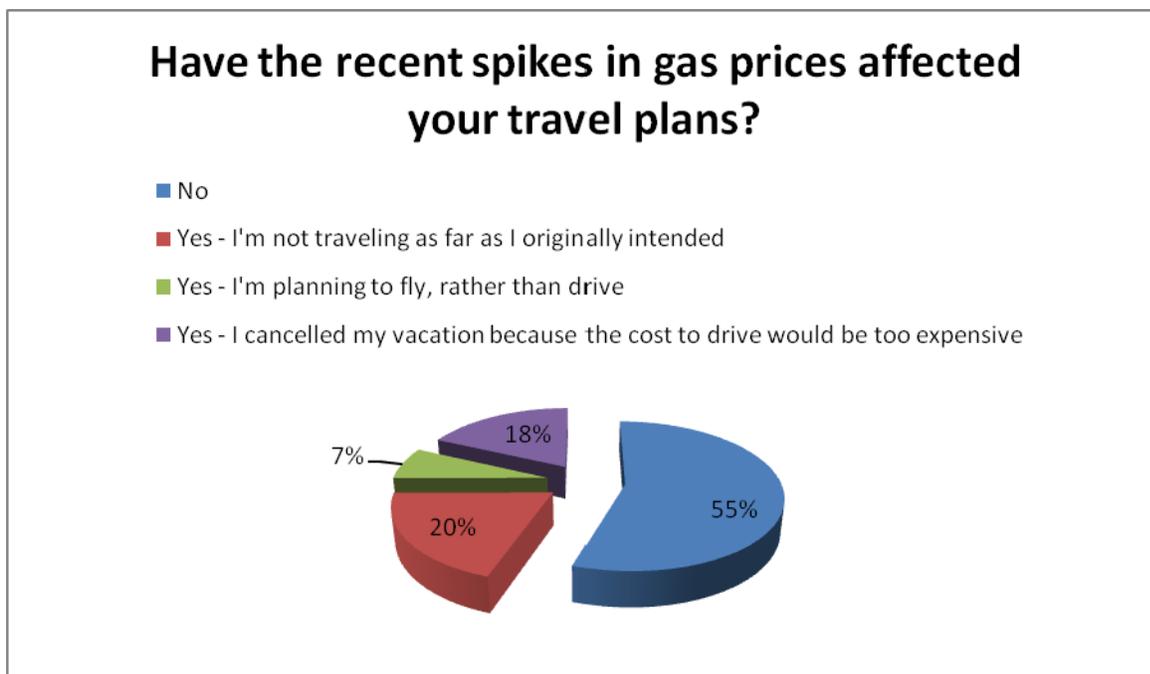




**AUTOBYTEL® CONSUMERS SAY GAS PRICES
ARE AFFECTING THEIR SPRING BREAK TRAVEL PLANS**
*Survey Reveals Vacations Are On Hold
But Gas Prices Aren't High Enough To Discourage Driving*

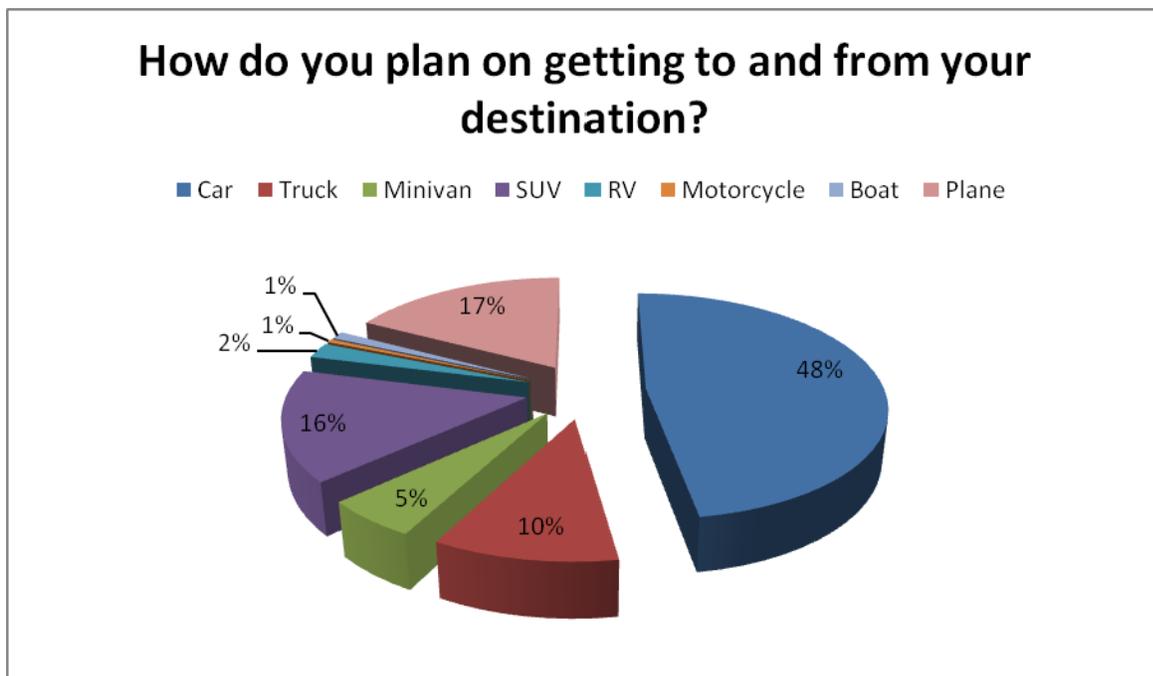
Irvine, Calif. – April 2, 2012 – With spring break quickly approaching, many Americans are anticipating vacation destinations. But with the recent hikes in gas prices, students and families are thinking twice about how to spend their hard-earned dollars. Autobyte® (Nasdaq: ABTL) recently polled its consumers about their Spring Break plans and while many have changed their itineraries due to gas prices, most vacationers are still choosing to get behind the wheel to get away.

The survey, conducted on Autobyte's website, revealed that although the amount of people traveling this year is comparable to last, nearly 45 percent state that rising gas prices have altered their travel plans in some way. Some are not traveling as far as expected and others have opted to fly rather than shelling out at the pump. It's also no surprise that 18 percent of pollers cancelled their plans altogether.



Compared to last year, 50 percent more travelers have opted to stay closer to home, choosing to travel less than 50 miles away. “Times are tough and Autobytel® consumers, like most Americans, are feeling the pinch,” said Jeffrey H. Coats, President and CEO, Autobytel Inc. “If gas prices continue to rise, many of us will not only have to rethink our spending choices, but also consider exchanging gas-guzzlers for more fuel-efficient vehicles.”

Surprisingly, of those who are vacationing this year, over 80 percent are still choosing to drive to their destinations. Despite the fact that the national average at the pump is \$.30 higher per gallon compared to last year*, that difference isn’t persuading travelers off the road.



Autobytel® suggests that for those 14 percent of you in the market to shop for a [new car](#) this spring break, consider a hybrid or electric vehicle to cut down on gas expenses. We recommend the [Nissan LEAF](#) and [Chevrolet Volt](#), both of which average over 90 mpg. To see more of Autobytel’s top picks, visit the web at www.autobytel.com.

**Figures taken from GasBuddy.com*

Autobytel's Spring Break survey is intended to measure and analyze consumer trends, opinions and attitudes about the automotive experience, in real time, by polling automotive consumers who visit autobytel.com. For more information on Autobytel's Spring Break survey results, or to speak to an Autobytel expert, contact: Michelle Suzuki, MSC-PR, 310.444.7115 (michelle@msc-pr.com) or Jim Helberg, Autobytel Inc., 949.862.1395 (jimh@autobytel.com)

About Autobytel Inc. (www.autobytel.com) Autobytel Inc. (Nasdaq: [ABTL](#)), an online leader offering consumer purchase requests and marketing resources to car dealers and manufacturers and providing consumers with the information they need to purchase new and used cars, pioneered the automotive Internet when it launched autobytel.com in 1995. Autobytel continues to offer innovative products and services to help consumers buy, and auto dealers and manufacturers sell, more used and new cars. Autobytel has helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online. Through its flagship website Autobytel.com[®], its network of automotive sites and its respected online partners, Autobytel continues its dedication to innovating the industry's highest quality Internet programs to provide consumers with a comprehensive and positive automotive research and purchasing experience, and auto dealers, dealer groups and auto manufacturers with some of the industry's most productive and cost-effective customer referral and marketing programs. For more information, please visit www.autobytel.com. Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing our online signup form at www.autobytel.com/alerts.

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