

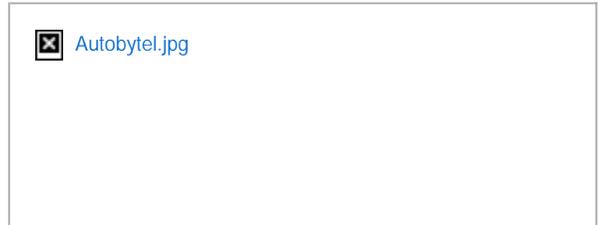


September 6, 2016

Autobytel Direct Powered by AutoWeb Drives In-Market Dealer Website Traffic, Increases Engagement for The Moran Group

IRVINE, Calif., Sept. 06, 2016 (GLOBE NEWSWIRE) -- Autobytel Inc. (Nasdaq:ABTL), a leading provider of online automotive services connecting consumers with dealers, recently shared highlights of the effectiveness of its Autobytel Direct Powered by AutoWeb technology in generating in-market automotive website traffic for dealership websites.

The platform is a website traffic generation tool that uses proprietary technology to present millions of consumers with the right offers based on their desired make and model of interest - and their geographic location - at precisely the right moments online for maximum conversion. The technology then sends these high quality in-market shoppers straight to dealer websites.



The Moran Group, a full service advertising agency representing automotive clients in over 100 cities throughout the U.S., uses the technology across 21 of its automotive accounts and says it has been extremely effective at driving high rates of new users, longer site visits, and increased page views, while helping its dealer clients obtain better results.

"Across our digital automotive accounts, Autobytel Direct Powered by AutoWeb converts two times higher than our second highest performing source," said Kathryn Lemoine, VP, Digital Strategy and Operations for The Moran Group. "With this technology, pre-qualified visitors are spending longer periods of time on-site compared to average on-site times and viewing 20% more pages than average. Higher conversions, longer site times, and increased page views help our automotive clients obtain more. This solution is laser focused, allowing us to more efficiently and effectively target potential customers. We can directly attribute increased performance results from the addition of this technology."

Autobytel says it is seeing excellent results for other automotive clients as well, including high unique sessions, high click thru rates, lower cost, and better performance overall compared to other digital strategies.

"At Autobytel, we have been able to bring highly engaged in-market traffic to our advertising partners," said Mindy Howe, Senior Director, Strategic Accounts for Autobytel. "When it comes to click thru rates, our clients are telling us that we are sending more shoppers than other marketing initiatives with lower cost-per-action and higher campaign performance than other digital tactics."

To learn more about Autobytel Direct Powered by AutoWeb, text or call Mindy Howe at (248) 842-3101 or email mindyh@autobytel.com.

About Autobytel Inc.

Autobytel Inc. provides high quality consumer leads and associated marketing services to automotive dealers and manufacturers throughout the United States. The company also provides consumers with robust and original online automotive content to help them make informed car-buying decisions. The company pioneered the automotive Internet in 1995 with its flagship website <http://www.autobytel.com/> and has since 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.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing the online registration form at investor.autobytel.com/alerts.cfm.

CONTACT: Autobytel Inc. Media Relations

Splash Media

Jennifer Lange

949-916-4820

jlange@getsplashmedia.com

or

Autobytel Inc. Investor Relations

Kimberly Boren

SVP, Chief Financial Officer

949-862-1396

kimb@autobytel.com

or

Cody Slach or Sean Mansouri

Liolios Group, Inc.

949-574-3860

abtl@liolios.com

Source: Autobytel Inc.

News Provided by Acquire Media