



**Autobyte**

**Q4 and Full Year  
2009 Results**

February 25, 2010

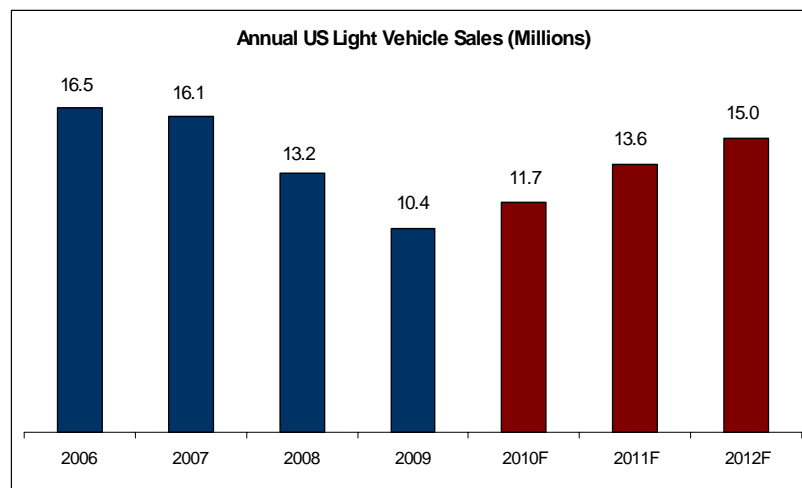
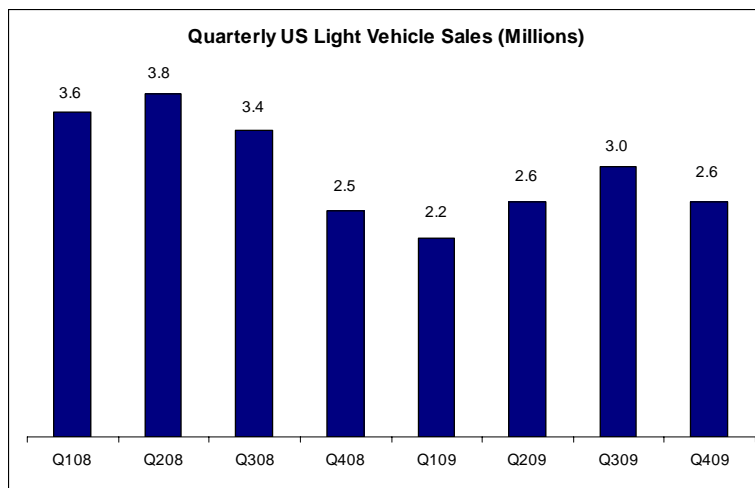




## Safe Harbor Statement

The statements contained in this presentation that are not historical facts are forward-looking statements under the federal securities laws. These forward-looking statements are not guarantees of future performance and involve certain risks, uncertainties and assumptions that are difficult to predict. Actual outcomes and results may differ materially from what is expressed in, or implied by, such forward-looking statements. Autobyte! undertakes no obligation to update publicly any forward-looking statements, whether as a result of new information, future events or otherwise. Among the important factors that could cause actual results to differ materially from those expressed in, or implied by, the forward-looking statements are continuing adverse general economic conditions, the economic impact of terrorist attacks or military actions, increased dealer attrition, pressure on dealer fees, increased or unexpected competition, the failure to successfully launch new products and services, failure to retain key employees or attract and integrate new employees, that actual costs and expenses exceed the charges taken by Autobyte!, changes in laws and regulations, costs of defending lawsuits and undertaking investigations and related matters and other matters disclosed in Autobyte!'s filings with the Securities and Exchange Commission. Investors are strongly encouraged to review our annual report on Form 10-K for the year ended December 31, 2008, and other filings with the Securities and Exchange Commission for a discussion of risks and uncertainties that could affect operating results and the market price of the company's stock. In addition, the current year financial information could be subject to a change as a result of subsequent events or the finalization of our financial statement close which culminates with the filing of our Form 10-K.

# Auto Industry Sales



Source: Automotive News, JD Power & Associates

## Comments

- July / August 2009 vehicle sales boosted by “Cash for Clunkers”
- Year over year increase of 15% in December 2009 versus December 2008
- JD Power forecasts 2010 US light vehicle sales up 12.5% to 11.7M; growing 44% to 15M by 2012



# Financial Overview

\$ Millions, except gross margin

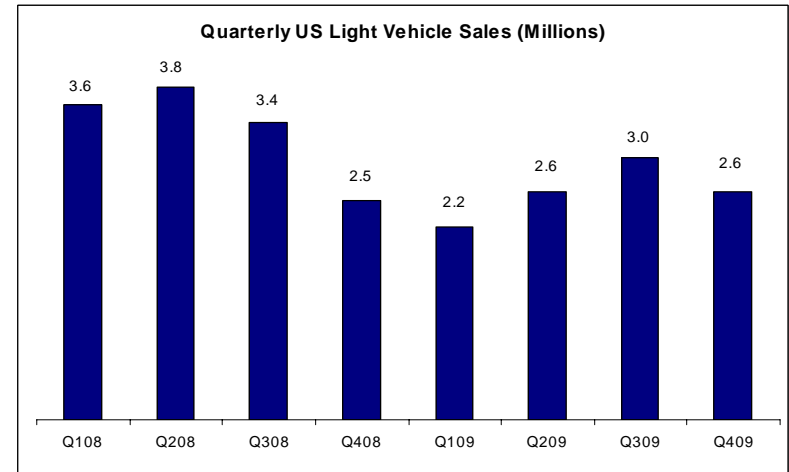
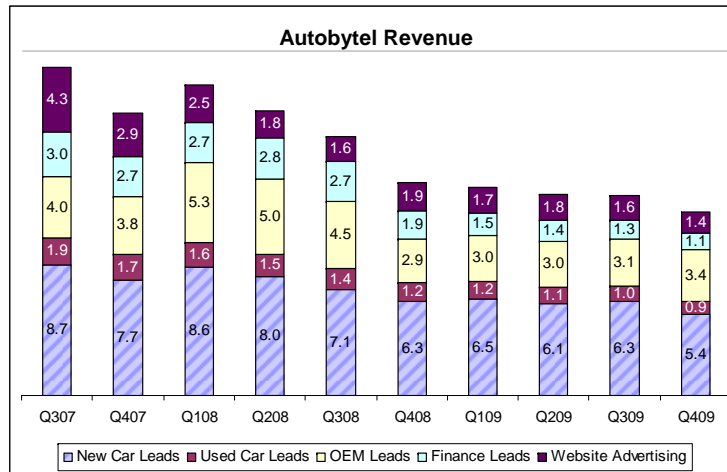
	Q108	Q208	Q308	Q408	Q109	Q209	Q309	Q409
<b>Revenue</b>	\$20.7	\$19.0	\$17.3	\$14.2	\$13.9	\$13.4	\$13.4	\$12.3
<b>Gross Margin <sup>(1)</sup></b>	33%	36%	36%	32%	36%	33%	35%	39%
<b>Adjusted OPEX <sup>(2)</sup></b>	\$16.2	\$12.4	\$10.4	\$9.3	\$7.7	\$6.3	\$6.2	\$5.9
<i>% of Revenue</i>	78%	65%	60%	65%	56%	47%	46%	48%
<b>Adjusted Loss from Cont Ops <sup>(3)</sup></b>	<b>(\$8.8)</b>	<b>(\$5.3)</b>	<b>(\$4.0)</b>	<b>(\$4.5)</b>	<b>(\$2.6)</b>	<b>(\$0.7)</b>	<b>(\$1.2)</b>	<b>(\$1.0)</b>
<i>Reconciling Items</i>	\$2.7	(\$52.1)	(\$1.8)	(\$10.6)	\$2.2	(\$0.3)	\$0.0	\$0.0
<b>Loss from Continuing Ops</b>	<b>(\$6.1)</b>	<b>(\$57.4)</b>	<b>(\$5.8)</b>	<b>(\$15.1)</b>	<b>(\$0.4)</b>	<b>(\$1.0)</b>	<b>(\$1.2)</b>	<b>(\$1.0)</b>
<b>Discontinued Operations</b>	\$4.1	\$0.1	\$0.2	\$0.0	\$0.0	\$1.3	\$0.4	\$0.0
<b>Net Loss</b>	<b>(\$2.0)</b>	<b>(\$57.3)</b>	<b>(\$5.6)</b>	<b>(\$15.1)</b>	<b>(\$0.4)</b>	<b>(\$0.3)</b>	<b>(\$0.8)</b>	<b>(\$1.0)</b>
<b>Change in Cash Balance</b>	\$1.5	\$6.6	(\$3.5)	(\$4.8)	(\$1.6)	\$1.0	(\$1.5)	(\$0.1)
<b>Operating Cash Flow</b>	<b>(\$5.6)</b>	<b>(\$6.7)</b>	<b>(\$2.9)</b>	<b>(\$4.8)</b>	<b>(\$1.6)</b>	<b>(\$0.8)</b>	<b>(\$2.0)</b>	<b>(\$0.2)</b>

1 - Excludes MyRide.com impairment charges of \$4.3M and severance of \$300k in Q4 2008

2 - See slide #6 in this set for GAAP to Adjusted OPEX reconciliation

3 - See slide #7 for GAAP to Adjusted Loss from Continuing Ops reconciliation

# Revenue Results



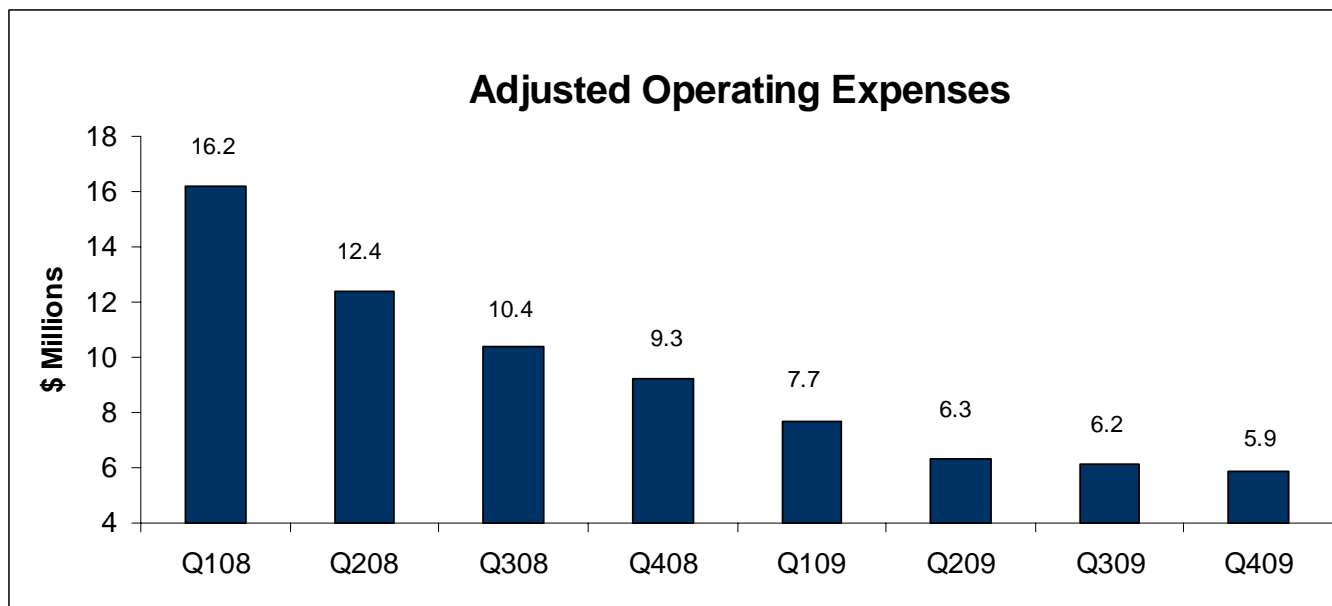
Source: Automotive News

## Comments

- Q4 historically the lowest seasonal quarter in terms of revenue
- OEM revenue stable throughout 2009
- Improved ROI by removing underperforming traffic sources



# Cost Reductions



## GAAP Reconciliation

	Q108	Q208	Q308	Q408	Q109	Q209	Q309	Q409	Q4 YOY
GAAP OPEX	\$13.5	\$64.5	\$12.2	\$15.3	\$5.5	\$6.6	\$6.2	\$5.9	(\$9.4)
Dealix	2.7				2.7				\$0.0
Impairment Charges		(52.1)		(1.2)					\$1.2
Severance			(1.8)	(4.8)	(0.5)				\$4.8
Tender Defense						(0.3)			\$0.0
<b>Adjusted OPEX</b>	<b>\$16.2</b>	<b>\$12.4</b>	<b>\$10.4</b>	<b>\$9.3</b>	<b>\$7.7</b>	<b>\$6.3</b>	<b>\$6.2</b>	<b>\$5.9</b>	<b>-37%</b>



# Income Statement FY09 vs. FY08

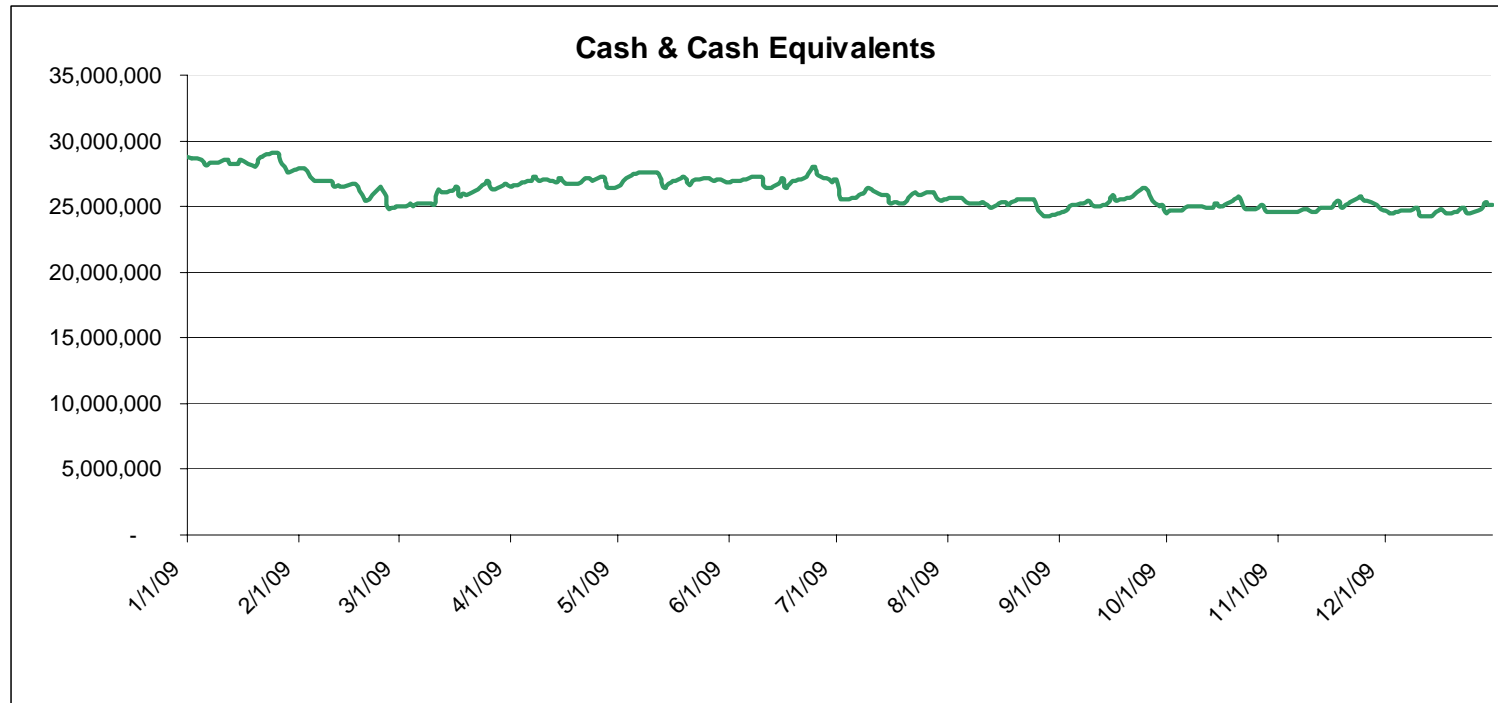
	Actual		FY08 vs FY09	
	FY08	FY09	\$	%
Total Revenue	\$71,159	\$52,918	(\$18,241)	-26%
Cost of Revenue	\$51,384	\$33,986	\$17,398	-51%
Gross Profit	\$19,775	\$18,932	(\$843)	-4%
<i>Gross Margin</i>	28%	36%		
Total Operating Expenses	\$105,430	\$24,122	\$81,308	-337%
Operating Loss	(\$85,655)	(\$5,190)	\$80,465	-94%
Discontinued Operations	\$4,393	\$1,179	(\$3,214)	-73%
Interest & Other Income	\$1,346	\$1,028	(\$318)	-24%
Income Tax Benefit	\$0	(\$606)	(\$606)	n.a.
<b>Net Income (Loss)</b>	<b>(\$79,916)</b>	<b>(\$2,377)</b>	<b>\$77,539</b>	<b>-97%</b>

FY08 Includes \$57.6M for Impairment charges; \$6.9M for Severance costs

	Q108	Q208	Q308	Q408	Q109	Q209	Q309	Q409
<b>GAAP Loss from Cont. Ops.</b>	<b>(\$6.1)</b>	<b>(\$57.4)</b>	<b>(\$5.8)</b>	<b>(\$15.1)</b>	<b>(\$0.4)</b>	<b>(\$1.0)</b>	<b>(\$1.2)</b>	<b>(\$1.0)</b>
Reconciling Items								
Dealix Settlement	2.7	0.0	0.0	0.0	2.7	0.0	0.0	0.0
Impairment Charges	0.0	(52.1)	0.0	(5.5)	0.0	0.0	0.0	0.0
Severance	0.0	0.0	(1.8)	(5.1)	(0.5)	0.0	0.0	0.0
Tender Offer Costs	0.0	0.0	0.0	0.0	0.0	(0.3)	0.0	0.0
<b>Total Reconciling Items</b>	<b>\$2.7</b>	<b>(\$52.1)</b>	<b>(\$1.8)</b>	<b>(\$10.6)</b>	<b>\$2.2</b>	<b>(\$0.3)</b>	<b>\$0.0</b>	<b>\$0.0</b>
<b>Adjusted Loss from Cont. Ops.</b>	<b>(\$8.8)</b>	<b>(\$5.3)</b>	<b>(\$4.0)</b>	<b>(\$4.5)</b>	<b>(\$2.6)</b>	<b>(\$0.7)</b>	<b>(\$1.2)</b>	<b>(\$1.0)</b>



# Cash



**Comments**

**Cash Per Share**

• Cash balance at December 31, 2009 equaled \$25.1M .....	<b>\$0.56</b>
• Additional sources of cash not carried on balance sheet	
• Final settlement payment of \$2.7M due in March 2010 .....	<b><u>\$0.06</u></b>
	<b>\$0.62</b>







# Website Roadmap

	Q1 2010	Q2 2010	Q3 2010	Q4 2010
	<ul style="list-style-type: none"> <li>•<b>Done:</b> Soft re-launch of Autobyte!.com (configurator, compare tool, updated home page, rebuilt new &amp; used vehicle research, better user experience, Edmunds and Kelley Blue Book reviews)</li> <li>•Additional Edmunds &amp; Kelley Blue Book content integration (advice, car comparisons, and other articles)</li> </ul>	<ul style="list-style-type: none"> <li>•Blog - Daily automotive news and features</li> <li>•Kelley Blue Book video integration</li> <li>•Email rebate alerts for customer retention</li> <li>•Enhanced Video</li> </ul>	<ul style="list-style-type: none"> <li>•Formal re-launch of Autobyte!.com with new user interface</li> <li>•Consumer ratings, reviews, and article comments</li> <li>•Custom RSS feeds for articles &amp; news</li> </ul>	<ul style="list-style-type: none"> <li>•Reliability ratings</li> <li>•Dealer ratings</li> <li>•Mobile tools</li> </ul>
Ongoing	<ul style="list-style-type: none"> <li>•Consumer research (usability, focus groups and surveys)</li> <li>•Multivariate website testing</li> <li>•Differentiation of primary properties vs. each other and competition; incremental improvements to secondary sites</li> <li>•SEO optimization</li> <li>•Increase SEM on all sites</li> <li>•More in-depth car reviews and other content by Autobyte! staff (developing our own voice)</li> <li>•Syndication partnerships</li> </ul>			

Autobyte!.com®, its network of automotive sites including Autoweb.com®, AutoSite.com®, Car.com<sup>sm</sup>, CarSmart.com®, CarTV.com®, and MyRide.com®,



# Website Leads Increasing

