



Chrome Systems Expands Partnership With Reynolds And Reynolds

Chrome to deliver comprehensive automotive data, services, and applications to dealer services provider

PORTLAND, Ore., Feb 16, 2007 /PRNewswire via COMTEX News Network/ -- Chrome Systems, Inc., an industry leader in collecting, enhancing, and distributing best-in-class automotive data, today announced the renewal and expansion of its partnership with Reynolds and Reynolds. Reynolds, a leader in the business of helping automobile dealers sell vehicles and manage dealerships, delivers technology, software solutions, and professional services that support every facet of automotive retailing.

Having worked together since 1998, the new agreement between Chrome and Reynolds continues and expands the partnership. Under the new agreement Reynolds now will have available the full suite of Chrome products including: PC Carbook(R) Plus, Carbook Fleet Edition, New Vehicle Data, VIN 2.0, Automotive Description Service, NADA Values Mapping, and BlackBook Values Mapping.

Additionally, Chrome will continue to provide Reynolds with new vehicle data and pricing tools for their automotive retailing solutions, including ERA(R) and Desking.

"We were able to broaden our relationship with Reynolds because of our commitment to delivering the best automotive data, applications, and services available," said Peter Batten, General Manager of Chrome. "We have always enjoyed working with Reynolds and look forward to helping them expand their capabilities to serve their customers."

Reynolds also sees the broader relationship benefiting its customers. Robert G. Schaefer, who is director of Data Services at Reynolds, said: "Partnering with a leader in automotive data distribution such as Chrome, we greatly improve the services and support we provide our dealer customers. In this partnership, we both share a commitment to improving the effectiveness of the dealership business."

About Reynolds & Reynolds (www.reyrey.com)

Reynolds and Reynolds and Universal Computer Systems merged in October 2006 to form the world's pre-eminent dealer services provider under the Reynolds and Reynolds brand. Today, Reynolds is the automotive industry's largest and most trusted provider of dealer software and services. The company delivers results for dealers through experienced people, proven practices, and innovative retail solutions. These solutions are led by the REYNOLDSYSTEM(TM) DMS (ERA(R)) and POWER (R), along with a full complement of applications and documents for every aspect of dealership operations. The company, with 6,500 associates, is headquartered in Dayton, Ohio, with major operations in Houston and College Station, Texas. (www.reyrey.com).

About Chrome Systems, Inc. (www.chrome.com)

Chrome provides vehicle content, software, technology and services to deliver complete enterprise solutions to all segments of the automotive retail industry. These segments include manufacturers, fleet companies, dealers, Internet sites, and financial institutions. Chrome pioneered the technology behind electronic vehicle configuration with the introduction of PC Carbook(R), and since 1986 has collected, analyzed and enhanced "raw" automotive data from all manufacturers. Chrome is a subsidiary of DealerTrack Data Services, Inc., a DealerTrack Holdings, Inc. company (Nasdaq: TRAK).

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of Chrome's products, potential benefits of Chrome's relationship with Reynolds & Reynolds and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack Holdings, Inc. to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include: including selling additional products and services to existing and new customers; Chrome's success in expanding its customer base and product and service offerings; and other risks listed in the Company's reports filed with the SEC, including DealerTrack's 2005 Form 10-K. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and the Company disclaims any obligation to revise or update such statements to reflect events or

circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.

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