



February 1, 2012

Dealership Technology Expert and Innovator Len Critcher from DealerTrack Expected to Pack the House at 2012 NADA Convention

Critcher to Show How Dealers that Don't Get with the Mobile Revolution Will Be Caught Flat-Footed When Smart Device-Enabled Customers Land at Their Lots

LAKE SUCCESS, N.Y., Feb. 1, 2012 /PRNewswire/ -- Len Critcher, chief product officer for DealerTrack's inventory and merchandising solutions, will be a featured speaker at the upcoming 2012 National Automobile Dealers Association (NADA) Convention and Exposition in Las Vegas, where he will discuss the benefits of mobile technology in the dealership.

(Logo: <http://photos.prnewswire.com/prnh/20101028/DEALERTRACKLOGO>)

His NADA University workshops, entitled "*Eight Ways Mobile Can Improve Your Bottom Line*," will take place in the Las Vegas Convention Center at the following times and locations:

- **Friday, February 3rd; 2:00 — 3:15 p.m. (Room S224)**
- **Friday, February 3rd; 3:45 — 5:00 p.m. (Room S224)**
- **Monday, February 6th; 8:30 — 9:45 a.m. (Room N201-204)**

"In today's marketplace, dealers need to be 'in-sync' to make the most of their team capabilities and inventory opportunities," said Critcher. "Current and emerging mobile applications will touch on all of the major areas of a dealer's business, including vehicle appraising, monitoring, and merchandising. The ability to take advantage of mobile applications could mean the difference between success and failure for your dealership in the future."

For additional workshop details, please visit www.nadaconventionandexpo.org.

The full line of DealerTrack Dealer Solutions will be on display in the DealerTrack booth (#1751) during the exposition portion of NADA, February 4th — 6th.

About DealerTrack (www.dealertrack.com; Nasdaq: TRAK)

DealerTrack's intuitive and high-value software solutions and services enhance efficiency and profitability for all major segments of the retail automotive industry, including dealers, lenders, OEMs, agents and aftermarket providers. DealerTrack, whose solution set for dealers is the industry's most comprehensive, operates the largest online credit application network in the United States, connecting over 17,000 dealers with more than 1,100 lenders. DealerTrack's Dealer Management System (DMS) provides dealers with easy-to-use tools and real-time data access to enhance their efficiency. DealerTrack's Inventory offerings provide vehicle inventory management and merchandising solutions to help dealers drive higher in-store and online traffic with state-of-the-art, real-time listings — designed to accelerate used-vehicle turn rates and increase dealer profits. DealerTrack's Sales and F&I solutions allow dealers to streamline the entire sales process as they structure deals from a single integrated platform. Its Compliance offering helps dealers meet legal and regulatory requirements, and protect their assets. DealerTrack also offers additional solutions for the automotive industry, including electronic motor vehicle registration and titling applications, paper title storage, and digital document services. For more information visit: www.dealertrack.com.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of DealerTrack's solutions and any conclusions or statements based thereon, 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 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 adoption by dealers of DealerTrack's solutions, the performance of DealerTrack's third party partners and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ending December 31, 2010. 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 DealerTrack 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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