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MyDealerLot Named 2009 Automotive News PACE Award Finalist

(Roswell, GA. – October 22, 2008) – MyDealerLot announced today that as a result of its innovation in the development of RFID technologies for the automotive market, the company has been named an Automotive News PACE Awards finalist. Established in 1994 and jointly presented by Ernst & Young, Transportation Research Center Inc. (TRC Inc.) and *Automotive News*, the prestigious awards program honors innovation by automotive suppliers.

MyDealerLot provides innovative and turnkey real time vehicle tracking and service drive solutions using active Wi-Fi RFID technologies and passive based RFID technologies from AeroScout and M2M Communications. MyDealerLot has developed a simple, hosted automotive centric set of applications allowing customers to achieve greater efficiencies, reduced labor expense, and improved customer service.

“We are both excited and honored to be named as a finalist in this global competition for innovation and excellence in automotive solutions,” said MyDealerLot Founder and President George Cresto. “MyDealerLot is dedicated to being the automotive industry leader in the application of RFID technologies for real time vehicle tracking (RTLS), service drive management, and automotive parts management”.

PACE stands for Premier Automotive Suppliers' Contributions to Excellence. The competition is open to suppliers who contribute products, processes, materials or services directly to the manufacture of cars or trucks. Finalists are selected by an independent panel of judges composed of leaders from industry, finance, research and academia. The judges will conduct site visits and evaluate finalists based on concrete evidence that proposed innovations provide competitive advantage and business benefits. *Automotive News*, Ernst & Young and TRC Inc. will announce the *Automotive News* PACE Award winners to the world at an awards ceremony on Monday, April 20, 2009.

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About MyDealerLot

MyDealerLot provides innovative real time RFID / RTLS based inventory management solutions for automotive dealers, auctions, and yard management organizations. MyDealerLot's RTLS (Real Time Location System) provides an 'always-on' instant physical vehicle inventory with real-time graphical location mapping. MyDealerLot also provides Service Drive Concierge for service drive management using RFID for automated customer welcoming, process tracking, and messaging. Visit www.mydealerlot.com or call 1-888-MDL-RFID (1-888-635-7343) for more information.