

**Contact:** Susan Lovett  
800.997.1674 x2010  
slovett@mpifix.com



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### **Automotive Distribution Network Signs Agreement with Identifix**

*ST. PAUL, MN, April 9, 2007* Identifix, one of the nation's premier sources of online and hotline diagnostic and repair information, today announced it has been recognized as a Preferred Provider to the Automotive Distribution Network. The Automotive Distribution Network is one of the largest program groups in the automotive aftermarket, consisting of 46 members, 248 WD locations and \$2-billion-plus in annual sales throughout the United States, Mexico and Canada. It was formed when two of the premier groups in the automotive aftermarket, Parts Plus and Independent Auto Parts of America merged. The combined group services 2,000+ affiliated auto stores and 1,400 affiliated service centers.

“We are excited to provide our Direct-Hit and Repair Hotline services to the Automotive Distribution Network to help their shops find fixes faster, excel in their businesses and earn more money,” said Jeff Sweet, president of Identifix. “Surveys show that \$67 billion dollars of automotive maintenance goes unperformed each year. With continual increases in average vehicle age and miles driven annually, Identifix helps our subscribers capture revenue from this often overlooked business opportunity.”

Mr. Mike Lambert, Automotive Distribution Network President added, “the relationship between The Network and Identifix will benefit our service centers by giving them quick and easy access to the best technical information available today.”

Identifix's Direct-Hit is an award winning subscription based online diagnostic product. Direct-Hit provides quick fixes, time saving diagnostics and real world information that facilitate quick and effective vehicle diagnoses.

Direct-Hit enables technicians to perform repairs profitably and accept repair services on jobs that otherwise might have been turned away. The company also serves as a content supplier to Microsoft's MSN.Auto web site for used vehicle reliability and reparability data.

The Identifix Repair Hotline is a pay per call hotline annually used by over 10,000 automotive shops. Calls are routed to 39 Identifix ASE certified master technicians who each specialize in one carline. The Repair Hotline produces a first call resolution rate of 72% with a 94% customer satisfaction rate.

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### **About Identifix:**

Founded in 1987, Automotive Service Information, which operates under the brand name Identifix, has evolved into the nation's best source for knowledge of what breaks on vehicles, what vehicles it breaks on, and how to fix those vehicles correctly. Identifix has built this knowledge base through continual analysis of data. The knowledge base is created from data gathered from the more than 250,000 annual calls it receives from technicians seeking diagnostic assistance for vehicle repair problems; its staff of 39 Master Technicians (with over 600 years combined years of experience performing vehicle diagnostics); and the nation's most comprehensive on-site library of factory vehicle service information. The Identifix products and services include: Repair Hotline™, Direct-Hit™, Repair Trac™, and consulting services to automotive equipment manufacturers. Identifix most recent awards included 2003 MOTOR TOP 20 Tool and 2004 ASA Benefit of the Year. For more information visit: [www.identifix.com](http://www.identifix.com).

### **About the Automotive Distribution Network:**

The Automotive Distribution Network is one of the largest program groups in the automotive aftermarket, consisting of 47 members, 248 WD locations and \$3-billion-plus in annual sales throughout the United States, Mexico, Canada and now Australia. For more information, contact Bob Barstow at Network Headquarters, 3085 Fountainside Dr, Suite 210, Germantown, TN 38138. (901) 682-9090.