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## **Identifix Scores a Direct Hit with 5000 Automotive Repair Shops**

*ST. PAUL, MN, April 11, 2006* – Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced that the number of automotive repair shops using the award winning Direct-Hit™ online system to quickly and effectively diagnose and repair vehicles has surpassed 5000 nationwide.

Direct-Hit is a subscription based online diagnostic database offering real-world, proven diagnostic and repair information. It was developed from over 2.5 million Identifix repair hotline calls to the company’s 37 ASE master certified technicians. Direct-Hit constantly enhances the system by adding over 5,000 vehicle problems and fixes on a monthly basis.

“We are thrilled by our strong growth and industry support for our products and services. Poor diagnosis creates a major source of pain for shops leading to unbillable time, jobs that must be turned away, dissatisfied customers and reduced profitability. Our mission is to provide products that enable shops to find fixes faster, excel in their businesses and earn more money,” commented Jeff Sweet, President of Identifix.

Direct-Hit™ provides quick fixes, time saving diagnostics and real-world information that allow a quick and effective diagnosis; enabling 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, providing data on used vehicle reliability and reparability.

### **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. Its 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 37 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.