

**Contact:** Jeff Sweet  
(651) 628-5730  
[jsweet@identifix.com](mailto:jsweet@identifix.com)

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**IDENTIFIX receives Benefit Provider of the Year at the  
ASA Celebration of Excellence Awards Dinner**

*ST. PAUL, MN, Nov. 17, 2004* - Automotive Information System (AIS), a wholly owned subsidiary of CSK Auto Inc., and leading provider of the automotive diagnostic support IDENTIFIX™ Hotline™ and Direct-Hit™ received the honorary Benefit Provider of the Year award at the Automotive Service Association (ASA) Celebration of Excellence Awards Dinner during the 2004 Industry Week in Las Vegas, NV. Bill Sauer, Founder of IDENTIFIX, accepted the esteemed award from John Scully, ASA's executive vice president.

"We at IDENTIFIX are extremely honored to receive the Benefit Provider of the Year award," said Sauer. "Since founding the company in 1987, ASA has contributed to our company's growth and success. Starting with 4 employees, our company has steadily grown and sustained over 65 employees, which includes 35 ASE Master Technicians, all whom provide hotline assistance to over 20,000 monthly calls and offer our popular web-based service Direct-Hit™ to over 10,000 customers."

"IDENTIFIX was selected the Benefit Provider of the Year award because of the innovation and ease of use associated with their online product, Direct-Hit™, which also received the 2003 MOTOR Top 20 Tools award," said John Scully, AAM, ASA Executive Vice President. "With a combination of the staff's expertise, the quality of answers, the promptness of their replies and the ability of the show owner to fix the car with the information provided ASA can confidently refer a show owner to IDENTIFIX and feel confident that the show owner will get the information they need to repair the car right the first time."

AIS has been a long standing member of ASA for over 15 years. Jeff Sweet, President of AIS, said "The Automotive Service Association (ASA) is the premier trade organization for auto repair facilities. It has assembled the top vendors to the industry to provide member benefits. We are deeply honored to be selected from this group as the benefit of the year. IDENTIFIX is a strong supporter of ASA's efforts and we are proud of our 16 year partnership."

**About Automotive Information Systems**

Founded in 1987, AIS 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. AIS has built this knowledge base through continual analysis of data. Its knowledge base is created from data gathered from the more than 250,000 calls it receives each year from technicians seeking diagnostic assistance for vehicle repair problems; its staff of 35 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.

AIS markets its products and services under the brand name IDENTIFIX™. These products and services include: technical hotlines serving more than 10,000 automotive shops; the Repair Trac™ Service Bulletin; consulting services to automotive equipment manufacturers; and its 2003 MOTOR TOP 20 Tool Award winning online diagnostic system Direct-Hit and the 2004 ASA Benefit of the Year Award.