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Identifix Receives ASE Blue Seal of Excellence Recognition

LAS VEGAS, NV, July 28, 2004 – Identifix, a wholly owned subsidiary of Mobile Productivity, Inc., has been accepted into the prestigious Automotive Service Excellence (ASE) Blue Seal of Excellence Recognition Program. Identifix is one of the nation's best source for knowledge on what breaks, which vehicles it breaks on, and how to fix those vehicles correctly.

“We at Identifix are extremely honored to be recognized as an ASE Blue Seal of Excellence business partner,” said Jeff Sweet, President of Identifix. “Identifix hires only ASE Master Technicians because we understand the value of ASE testing and certification. Being able to measure up to the ASE highest standards means we are doing our job and our customers are benefiting from it.”

ASE is well known as the industry-leading certification program for automotive professionals. ASE certification means that an individual has passed tough industry-developed exams and meets experience requirements. ASE Blue Seal of Excellence Recognition goes a step further by identifying those establishments that have a large percentage of certified professionals and a certified professional in each area of service offered. It's a commitment that earns only the best establishments the recognition to stand out from the crowd.

To qualify as a Blue Seal establishment, a repair business must meet the following criteria:

- At least 75% of technicians must be ASE-certified.
- At least one technician must be ASE-certified in each area of service offered by the business.
- To ensure that professional certification credentials remain current, ASE reviews the status of each establishment annually.

Identifix, which was established under the name Automotive Information Systems, was founded in 1987. Starting with 4 employees, the company has steadily grown and sustained over 65 employees, which includes 37 ASE Master Technicians, who take 20,000 monthly calls on the Identifix Repair Hotline and offer the award winning web-based service Direct-Hit™.

Identifix Repair Hotline™ is a pay per call hotline annually used by over 10,000 automotive shops where calls are routed to ASE Certified Master Technicians who each specialize in one carline. The Repair Hotline™ produces a first call resolution rate of 76% with a 94% customer satisfaction rate. In addition, Repair Hotline™ provides technical hotline support for Robert Bosch.

Identifix Direct-Hit™ is the company's award winning subscription based online diagnostic product. Direct-Hit™ provides quick fixes, time saving diagnostics and real world information that allow a quick and effective diagnosis. 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 of data on used vehicle reliability and reparability. Currently Direct-Hit™ provides online diagnostic assistance to over 3,500 customers.

ASE, established in 1972, is an independent, non-profit organization whose mission is to improve the quality of vehicle repair and service through the testing and certification of repair and service professionals. At present, ASE has certified over 420,000 technician professionals nationwide. The ASE Certified Technicians work in every segment of the automotive service industry: car and truck dealerships, independent garages, fleets, service stations, franchises, and more.

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.

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