

Contact: Susan Lovett
800.997.1674 x2010
slovett@mpifix.com



For Release: Immediate
June 5, 2007

Auto Pride Partners with Identifix

ST. PAUL, MN, June 5, 2007– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced it has signed an agreement with Auto Pride to introduce Identifix services to all of their Auto Service Experts shops nationwide.

“Our mission is to provide products that enable shops to find fixes faster; excel in their businesses and earn more money. We are excited to provide Identifix services to Auto Pride Auto Service Expert Shops and add value to their businesses,” commented Jeff Sweet, President of Identifix.

Auto Pride’s marketing director, Melissa Jolls added, “Identifix’s Direct-Hit can reduce un-billable hours, provide quicker turn-around time and result in fewer comebacks. It also features a unique Preventive Maintenance sales and productivity tool that will help drive more business into the bays. We have to strive to continually raise the bar as our customers demand more of us. It is programs like Identifix that help us “Raise the Bar.”

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.

####

About Auto Pride:

Auto Pride is a group of Independent Warehouse Distributors, formally named Independent Warehouse Distributors, LLC (IWD). IWD was founded in 1985 with a core of 15 Warehouse Distributors (WD) in the northeast. They have grown to an

international distribution network of over 180 members with 800+ distribution points throughout the United States, serving the automotive and heavy-duty aftermarket with high quality parts.

Auto Pride, through their WD members, offers quality brand name replacement products in addition to a line of Auto Pride branded products. New programs continue to be developed within their company, all of which are dedicated to keeping Auto Pride as a quality parts and service system dedicated to serving their members and the independent repair shops.

The Auto Pride Auto Service Experts Program is a unique collection of Marketing and business programs for independent repair shops. The program includes group identification and marketing tools on a national scope. Repair shops receive many benefits and the look of a national franchise at an affordable cost and still maintain their independence. Backed by an international warranty and supported by a network of certified technicians working together to provide coast-to-coast "Preferred Customer" status for parts and service to all members.

For more information on Auto Pride, please visit <http://www.autopride.com/>

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.