



Contact: Susan Lovett
800.997.1674 x 2010
slovett@mpifix.com

For Release: Immediate
October 29, 2007

**Identifix Brings Online Vehicle Diagnostic Services to WORLDPAC Customers with
Launch of WORLDPAC ASSIST Powered by Identifix**

ST. PAUL, MN, October 29, 2007– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, announced today that it has forged a partnership with WORLDPAC to bring vehicle diagnostic information services to WORLDPAC customers through the WORLDPAC Assist Powered by Identifix program.

Using Identifix’s award winning subscription based product Direct-Hit as the foundation of www.worldpacassist.com WORLDPAC customers will be able to access Identifix’s 200,000+ Hotline Archives, real-world quick fixes, and tests through a co-branded diagnostic Web site. In addition, WORLDPAC customers will be able to utilize a co-branded Repair Hotline and have access to Identifix’s 41 ASE factory-trained master technicians for finding fixes faster.

Identifix’s Direct-Hit Web service delivers quick fixes, time saving diagnostics and real world information that facilitate quick and effective vehicle diagnoses to technicians across North America. Direct-Hit enables technicians to perform repairs profitably and accept repair services on jobs that otherwise might have been turned away.

The Identifix Repair Hotline is a pay per call hotline annually used by over 10,000 automotive shops. Calls are routed to 41 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.

Jeff Sweet, President of Identifix stated, “We are excited to partner with WORLDPAC and expand into the market of European and import repair specialist shops. We look forward to helping WORLDPAC shops find fixes faster; excel in their businesses and earn more money.”

WORLDPAC provides brand recognized OE quality automotive parts directly to the import repair specialist.

#

About Identifix:

Founded in 1987, 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 41 master technicians (with over 1000 years combined years of experience performing vehicle diagnostics); and the nation’s most comprehensive on-site library of factory vehicle service information. 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.