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Identifix Partners with Automotive Service Councils of California

ST. PAUL, MN, December 10, 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 Automotive Service Councils of California (ASCCA) to introduce Identifix services to all of their 1,350 individual-owned automotive repair facilities in California. Identifix’s Direct-Hit online service and Repair Hotline will be available as a member benefit for ASCCA members. With this new program Identifix is recognized as an approved vendor and the ASCCA will help to promote Identifix products to its members throughout California.

Identifix’s Direct-Hit 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.

“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 ASCCA members and add value to their businesses,” commented Jeff Sweet, President of Identifix.

Bob Klingenberg, President of ASCCA added; “We are pleased to recommend Identifix to our franchisees. This valuable alliance will provide them with state-of-the-art tools enabling them to better service customers and improve professionalism, productivity, and profitability.”

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About ASCCA:

ASCCA is supported by approximately 1,350 individual-owned automotive repair facilities in California. The core purpose of ASCCA is to elevate and unite automotive professionals, and give them voice in a way that promotes integrity, compassion, individuality and continuous self-improvement. Membership in ASCCA is unique in that it is comprised of 31 chapters throughout California and is based on the time-honored values of small business owners. For more information visit www.ascca.com or call 800.810.4272.

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.