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Aaron Cherrington Moves to VP Corporate and Channel Sales at Identifix

ST. PAUL, MN, May 12, 2008– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced the appointment of Aaron Cherrington, formerly Director of National Accounts, to Vice President Corporate and Channel Sales. In this new position, he will be responsible for corporate sales and managing sales channels for Identifix’s Direct-Hit™ product. He will be based out of Identifix’s office in St. Paul, MN, and report directly to Jeff Sweet, Identifix President.

“Through Aaron’s efforts in acquiring business with major corporate accounts, we will add nearly 2,000 additional Direct-Hit licenses this year. He does an outstanding job in managing relationships with our many affiliate partners, which has been a key factor in our growth. I am excited to have him in this new position and am sure that Identifix will benefit greatly from his skills and expertise,” said Jeff Sweet, Identifix President.

Since joining Identifix three years ago as Director of National Accounts, Cherrington has been instrumental in driving the growth of the company which has more than quadrupled over the past three years. He has built effective relationships with the nation’s largest automotive parts distributors, the largest auto repair franchisor, the largest automotive repair chain and the nation’s largest retailer of used cars.

Cherrington has a long history in the automotive industry. His family owned a chain of six franchised auto repair facilities where he grew up doing odd jobs and eventually successfully ran the facilities for several years. During that time, he also created and patented a software based vehicle inspection system. Cherrington holds a BA in Economics and Political Science from Dartmouth College.

Commenting on his new position Cherrington stated, “I have loved working with Identifix for the past three years and am thrilled with the prospect of my new position. Having owned repair shops myself, it is wonderful to work with Identifix’s state-of-the-art tools and enable repair shops to better service customers and improve professionalism, productivity, and profitability.”

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 12,000 automotive shops. Calls are routed to 45 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.

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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 45 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.