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Identifix® Direct-Hit™ Grows at Rapid Pace to 8.3 Million Vehicle Look Ups per Year

ST. PAUL, MN, August 17, 2009 – [Identifix®](http://www.identifix.com), (www.identifix.com) one of the nation's premier sources of online and hotline vehicle diagnostic and repair information, announced today that the company has experienced unprecedented growth in the current market with the number of vehicles looked up by subscribers to the company's Direct Hit™ product reaching over 8.3 million per year. These numbers have almost doubled from 2008, where 5.4 million vehicles were looked up for the year. Subscribers have also grown at a fast pace; from just over 15,000 in 2008 to over 20,000 in 2009; an increase of more than 5,000 subscribers in just the first six months of 2009.

Direct-Hit is Identifix's subscription based online diagnostic information source offering real-world, proven diagnostic and fix information. It was developed from over 3.6 million Identifix Repair Hotline calls to the company's 45 ASE master certified technicians. Direct-Hit delivers more than 325,000 Hotline Archives that are symptoms, associated short-cut tests and fixes, and includes over 150,000 Confirmed Fixes. Direct-Hit is updated constantly with over 6,000 new symptoms, associated short-cut tests and fixes added to the database each month.

“The growth from three to eight million vehicle lookups in two years is a combination of doubling the subscriber base and tripling the number of confirmed fixes on the site. Subscribers are more inclined to use Direct-Hit because they now are so much more likely to find a fix for the vehicle/problem frustrating them,” said Jeff Sweet, Identifix President. “Shops are demonstrating their ability to repair vehicles faster and more efficiently through the routine use of Direct-Hit,” Sweet added.

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, providing data on used vehicle reliability and reparability.

About Identifix:

Founded in 1987, Identifix(R) 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.

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 1,000 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(TM), Direct-Hit(TM), Repair Trac(TM), and consulting services to automotive equipment manufacturers. For more information visit: www.identifix.com