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After Market Auto Parts Alliance Signs Agreement with Identifix

ST. PAUL, MN, March 12, 2007– Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced it has been recognized as a Preferred Provider to Aftermarket Auto Parts Alliance (The Alliance), to introduce Identifix services to the 2,400 Certified Service Centers throughout North America flying under the flags of Auto Value and Bumper to Bumper. The Alliance is one of the largest auto parts distribution and marketing organizations in the world, marketing the Auto Value and Bumper to Bumper brands. With store and service center locations throughout North America and Europe, they are a source of quality parts and service for over 4,600 parts stores and 2,400 Certified Service Centers.

“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 our Direct-Hit and Repair Hotline services to Auto Value and Bumper to Bumper Certified Service Centers,” commented Jeff Sweet, President of Identifix.

Richard Morgan, Alliance President and CEO added, “the relationship between the Alliance and Identifix will benefit our Certified Service Centers by giving them the benefit of the best technical information available today through any media they wish to use. I see nothing but huge benefits to our Certified Service Centers.”

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.

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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.