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For Release: Immediate
March 5, 2007

Identifix Publishes 150,000th Test and Fix

ST. PAUL, MN, March 5, 2007 – Identifix, one of the nation’s premier sources of online and hotline diagnostic and repair information, today announced that it has added the 150,000th Hotline Archive to Direct-Hit; its award-winning online diagnostic product.

Each month the most interesting diagnostic problems are selected to write as Hotline Archives from over 15,000 calls received by the 39 Factory Trained Master Technicians who staff the Repair Hotline operated by Identifix. The Master Technicians document the vehicle problem/symptoms, likely cause(s); provide useful tests and helpful hints all on a one page document that can be printed and taken to the vehicle. With over 1,000 new Hotline Archives added to Direct-Hit each week, Hotline Archives represent the best source for continually updated diagnostic information and solutions for what’s breaking on today’s vehicles.

“Hotline Archives allow us to share with the entire industry the knowledge we gain from talking to 10,000 shops each year,” said Jeff Sweet, Identifix President. “By using Hotline Archives a shop is able to see whether other shops are observing similar problems on vehicles. The shop can then take advantage of the short cut tests created by our Master Technicians and use likely causes to find fixes faster.” Sweet added.

Direct-Hit customers using Hotline Archives are asked to add their own comments on the Hotline Archive they have viewed.

Customer comments include:

Christopher Fuller of Fuller Automotive Service used a Hotline Archive on a 2003 Chevrolet Suburban with mysterious symptoms; when driving over bumps the Anti-lock Brake System (ABS) light and Red brake light would come on. The Malfunction Indicator Lamp (MIL) light would sometimes flicker. The power door locks would lock and unlock, and the chime would sound. Fuller commented: “This is the personal vehicle of an owner of one of my best fleet accounts. He was on the way to trade the vehicle in and called with these exact symptoms. Bang! -- Exact fix. No down time. Saved the day!”

Larry Goodwin of Suquamish Auto Repair used a Hotline Archive for a 2001 Ford Escape with an engine that would not idle cold and commented: “Cleaned IAC and throttle body. Customer asked to monitor symptoms when cold-started. One week later he says it’s running great. He brought 2 more vehicles in!”

Direct-Hit is a subscription based online diagnostic database offering real-world, proven diagnostic and repair information. It was developed from nearly 3 million Identifix repair hotline calls to the company's 39 ASE master certified technicians. Direct-Hit constantly enhances the system by adding over 5,000 vehicle problems and fixes on a monthly basis.

Direct-Hit™ provides quick fixes, time saving diagnostics and real-world information that allow a quick and effective diagnosis; enabling 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.

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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.