

FOR IMMEDIATE RELEASE

PRESS CONTACT:

Brian Theobald
Executive Vice President
Tel: 310 437-6400 x154
email: briant@mycarpage.com

MyCarPage Launches its Vehicle Garage Personalized Webpage Service For AskPatty.com Women

MyCarPage Partners with AskPatty.com to Provide a Personalized Webpage That Automatically Helps AskPatty.com Women Consumers Manage All Their Automotive Needs.

Los Angeles, California, April 26, 2007 –MyCarPage announced today that they have partnered with AskPatty.com, to launch a new service that enables women consumers to “park” their personal vehicles within their website. The MyCarPage service is a personalized webpage offering unique benefits that make women’s automotive experience more enjoyable, economical, and convenient. Free to any car, truck or SUV owner who visits AskPatty.com, MyCarPage takes only a few seconds to register.

The MyCarPage service offers these great unique benefits:

- **Make vehicle ownership more convenient**
- **Access & track vehicle service history**
- **Receive special offers and coupons**
- **Easily manage all vehicle information**
- **View vehicle resale values**
- **Automatic service & recall notices**
- **Get local traffic reports & gas prices**
- **Maps, directions & more**



Ask Patty is the most comprehensive automotive site for women on the web and is recognized nationally as one of the most helpful sites for women. While shopping for a vehicle, you can ask questions through the FAQ section and receive personalized answers from the Ask Patty automotive expert panel of women. You can also search for Ask Patty Female Friendly dealerships in your area by using the search tool on the site (<http://www.askpatty.com>) or blog (<http://askpatty.typepad.com>).

By registering your vehicle on MyCarPage at Ask Patty, you can have your own personalized web page for your car, truck, or SUV. MyCarPage provides automatic service reminder and recall emails, vehicle resale values, service histories, access to local gas prices, DMV information, online service appointments, sales and service specials, traffic reports, car clubs, maps, directions and more.

-more-

“The MyCarPage service will be a valuable addition to the Ask Patty website that will attract new consumers and increase repeat visits to their site.” said Michael Moskowitz, President and CEO of MyCarPage. “MyCarPage will also enable any Ask Patty visitor to make more informed automotive decisions.”

“The MyCarPage service provides women with more tools and tips for their car buying and ownership experience and empowers them with the specific information they need to make the best informed automotive decisions and provide a more personalized experience on Ask Patty,” stated Peter Martin, CEO AskPatty.com, Inc.

“By parking their vehicle on Ask Patty using MyCarPage, women will have a personalized webpage that will automatically track and manage all their automotive needs in a single place. MyCarPage provides access to up-to-date service information and recalls, as well as provide a convenient place to keep track of maintenance and anything related to their vehicle,” stated Jody DeVere, President AskPatty.com, Inc. “We are working to enhance the consumer automotive experience on Ask Patty and we are offering even more tools for women to utilize during the shopping and ownership process.”

About MyCarPage:

MyCarPage increases customer acquisition and loyalty by improving a consumer’s vehicle ownership experience. Available for any car, truck or SUV owner, MyCarPage enables consumers to automatically manage all their automotive needs in single place. MyCarPage is a free personalized webpage that provides automatic service reminder and recall emails, vehicle resale values, traffic reports, access to your service history, gas prices, local DMV, discounts on automotive products and service and much more.

Consumers spend over \$1 trillion annually on the purchase, maintenance and ownership of their vehicles. MyCarPage’s “plug and play” automotive portal enables any business to instantly build a meaningful relationship with any customer or prospect by “parking” their vehicle on the business’s website. MyCarPage’s valuable consumer benefits improve sales and customer satisfaction by providing personalized and invited communications throughout the consumer’s entire vehicle ownership.

MyCarPage is the pioneer and industry leader in personalized online automotive solutions for consumers starting with the first electronic vehicle owners manual created for General Motors Corporation and Mazda Motors of America in 1994. Today, MyCarPage manages the automotive needs of over a million vehicle owners making their vehicle ownership more enjoyable, economical, and convenient.

For more information about MyCarPage, go to <http://www.mycarpage.com>.

About AskPatty.com, Inc:

Ask Patty provides women consumers an opportunity to send questions about car buying, selling, repair and maintenance to a panel of expert automotive women and is a safe

-more-

online place to share and discuss their car buying experiences. Women can submit posts directly to the Ask Patty website by going to <http://www.askpatty.com>. The Ask Patty advisory panel of automotive expert women is headed up by Deborah Renshaw -- professional NASCAR driver, and is comprised of women who hold various leadership positions in the automotive industry.

Women purchase over 50 percent of all vehicles sold in the United States each year and influence 85 percent of the buying decisions, spending over \$80 billion. Yet, shopping for and buying a car can be a challenge for women who are first time car buyers or for women who had a bad experience in the past with a car salesman or dealership.

AskPatty.com is a member and 2006 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, (<http://www.waai.com>), on the Women's Board of the Car Care Council, (<http://carcare.org>), a SEMA member (<http://www.SEMA.org>) and a member of the SEMA Business Women's Networking Group.

Ask Patty Certified Dealer Program:

Properly armed with the right tools and training Ask Patty Female Friendly certified dealerships can increase their share of the largest and fastest growing demographic of new vehicle buyers in the U.S. -- Women Consumers. The Ask Patty Certified Dealer program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

###