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Press Contact:
Brian Theobald
Executive Vice-President
Tel: (310) 437-6400 x154
briant@mycarpage.com

MyCarPage Launches its Online Vehicle Garage Service with Precision Tune Auto Care

MyCarPage launches its Online Vehicle Garage service with Precision Tune Auto Care and its network of 100 International and 300 nationwide state-of-the-art professional service facilities servicing over 2.5 million vehicles yearly. In addition to providing access to their vehicle service history and maintenance schedules, Precision Tune consumers will receive a free personalized web page, which includes automatic vehicle resale values, local traffic reports, gas prices and special discounts on Precision Tune services. The MyCarPage Online Garage allows consumers to manage all their automotive needs in one convenient location and improve the vehicle ownership experience.

Los Angeles, California, August 13, 2007- MyCarPage announced today that it has launched its Online Vehicle Garage service with Precision Tune Auto Care's network of 400 state-of-the-art professional service facilities servicing over 2.5 million vehicles annually.

The initial phase consists of a select group of Precision Tune centers throughout the U.S. and subsequent phases will allow all of Precision Tune's centers to participate in the MyCarPage service.

Precision Tune consumers can now have a free personalized online garage customized for all the vehicles they wish to track. Each online garage includes an array of services such as tracking a vehicle's service history, showing the manufacturer's vehicle maintenance schedules, receiving automated service reminders, showing current resale values, local gas prices, DMV and traffic information, expert advice, and Precision Tune service specials.

MyCarPage enables Precision Tune service centers to build an ongoing relationship with each consumer, utilizing the Internet to provide targeted, timely and relevant information for consumers and their vehicles.

The free MyCarPage service will automatically be provided to customers at participating Precision Tune Auto Care centers. In addition, any consumer can sign-up for a free MyCarPage at www.precisiontune.com. The MyCarPage service is an integral component of Precision Tune's customer acquisition and retention program.

"I'm pleased to launch the next generation MyCarPage service with Precision Tune that provides any car, truck or SUV owner with a free personalized online garage automatically customized for their specific needs and vehicle" said Michael Moskowitz, Founder & CEO of MyCarPage. "Together, we're making it easier for the consumer to have a more enjoyable



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ownership experience and save time and money on valuable services from our clients,” he added.

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“MyCarPage allows Precision Tune to utilize the Internet and MyCarPage’s proven results to not only increase service frequency and customer satisfaction; but to also acquire new customers,” said Moskowitz.

“We are very excited about our new initiative with MyCarPage. MyCarPage marketing solutions gives our brand and franchisees a real advantage in the marketplace. Our retail mission is to deliver competent auto service in a convenient manner to the customer, and to that end, the MyCarPage product suite will help us meet and exceed customer's expectations,” said Kevin Bates, Precision Tune’s Vice-President of Marketing.

About MyCarPage:

MyCarPage increases customer acquisition and loyalty by improving the 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, DMV information, 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 businesses 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 owner’s manual created for General Motors Corporation and Mazda Motors of America in 1994. Today, MyCarPage manages the automotive needs for over a million vehicle owners, making their vehicle ownership more enjoyable, economical, and convenient.

About Precision Tune Auto Care:

What started as a small tune-up shop in Beaumont, Texas more than 30 years ago is now a pioneer in advanced automotive diagnostics and the one stop shop for scheduled maintenance, service and repairs for autos, light trucks, SUV’s and Minivans. Servicing 2.5 million vehicles each year, Precision Tune Auto Care franchises more than 400 state-of-the-art professional service facilities throughout the world and is a leader in educating the driving public on the importance of car care for personal safety and the health of the environment.

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

For more information about Precision Tune Auto Care: <http://www.precisiontune.com>.



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