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DEALER CONCEPTS ADDS FOUR AUTOMOTIVE DEALERSHIPS TO CLIENT ROSTER

Keego Harbor, Mich. (*Feb. 3, 2010*) – Dealer Concepts, a leader in providing innovative customer retention and marketing programs, today announced the addition of four new automotive dealerships to its client roster. The dealerships include:

- Lee's Summit Honda, Lees Summit, Mo.
- Cooley Motors Corp., Rensselaer, N.Y.
- Platinum Volkswagen, Hicksville, N.Y.
- Lucas Chevrolet, Lumberton, N.J.

Dealer Concepts will provide tailored loyalty products to each dealership, including Owner Loyalty Rewards – a points-based loyalty program introduced by Dealer Concepts in 2008 that helps dealerships reward their customers for repeat business. Through Owner Loyalty Rewards, a dealership can launch a complete loyalty program in a matter of minutes.

“We are thrilled to partner with these key dealerships and look forward to long, productive relationships with each,” said Andy Wolfe, managing partner, Dealer Concepts. “2010 will be a strong year for Dealer Concepts as dealers throughout the United States get back on track and back to the business building customer loyalty. Customer loyalty must be a priority for any dealer serious about being profitable during these tough economic times.”

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DEALER CONCEPTS, LLC

Founded in 2000, Dealer Concepts is operated by a staff with more than 85 years of combined experience in targeted marketing for automotive dealers. The company provides innovative and timely customer retention and loyalty programs to more than 5,000 dealerships and service centers worldwide. Dealer Concepts is committed to providing clients with a constant competitive advantage in the market place through products like the award winning Punch-A-Deal[®] Key Tag and Loyalty Rewards[®] software that currently has more than 18 million units in circulation. To find out more about Dealer Concepts product and programs, please call 1-866-GET IDEAS or visit www.dealerconcepts.com.

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