



Contact: Amy Wilczynski
Dealer Concepts
Cell: (586) 945-1250
awilczynski@dealerconcepts.com

DEALER CONCEPTS ANNOUNCES FREE 60-DAY LOYALTY PROGRAM FOR ALL U.S. AUTO DEALERS

Loyalty leader steps up to help dealerships get back on track.

Keego Harbor, Mich. (July 21, 2009) Dealer Concepts, a leader in providing innovative customer retention and loyalty programs, today announced its plans to help jump-start the U.S. auto industry by offering a free 60-day Loyalty Rewards[®] program to all U.S. dealers.

“During tough times like these, it is every business owner’s responsibility to step up to the plate and do a bit more to help,” said Andy Wolfe, managing partner, Dealer Concepts. “This is our way of giving back while also helping dealers jump start their businesses during a critical time.”

Loyalty Rewards[®] is a points-based loyalty program introduced by Dealer Concepts in June 2008 that helps dealerships reward their customers for repeat business. The 60-day program offered by Dealer Concepts carries a dollar value of \$360. It will be tailored for each dealership depending on individual needs. No further commitment beyond the 60-days is required. Interested dealers can call 866.GET.IDEAS (866.438.4332) or visit www.dealerconcepts.com for additional information.

“The auto industry is changing and evolving every day,” continued Wolfe. “During these challenging times every OEM, dealer group and dealership must focus on keeping existing customers. It is the only way for dealers to survive.”

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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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