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DEALER CONCEPTS OFFERS COMPLETE LOYALTY PROGRAM TO AUTO DEALERS FOR \$199 PER MONTH

Keego Harbor, Mich. (Oct. 6, 2010) – Dealer Concepts, a leader in providing innovative customer retention and marketing programs, today announced it will offer its Loyalty Rewards[®] program to any dealer for only \$199 per month. The promotion is open to new and current customers and the price is guaranteed for one year.

“As a Detroit-based business, we understand first-hand the challenges facing the auto industry,” said Andy Wolfe, managing partner, Dealer Concepts. “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. This is our way of giving back while also helping dealers jump start their businesses during a critical time.”

Loyalty Rewards[®] is an electronic-based loyalty program introduced by Dealer Concepts in 2008. The program allows dealers to startup a complete in-house loyalty program in less than one hour.

“We know through our own research that similar programs are being quoted to dealers for \$500 to \$1,000 per month,” continued Wolfe. “This is simply not realistic for many dealers, which is why we are jumping in and taking action right now.”

The \$199 promotion is valid for the next 30 days. The monthly fee includes all software and training necessary to run the program. Dealers interested in receiving additional information can call 866.GET.IDEAS (866.438.4332) or visit www.dealerconcepts.com

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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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