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MPK Automotive Systems achieves Microsoft Automotive Retail Solutions partner status

January 29, 2007 (Norcross, GA): MPK Automotive Systems, developer of a Microsoft®-based dealer management system (DMS), is pleased to announce that the company has been added to Microsoft's Automotive Retail Solutions program.

"Today, Microsoft welcomes MPK as an Automotive Retail Solutions partner, which recognizes MPK's selection of the Microsoft Dynamics™ NAV business platform as the basis of their DMS solution," said John Reed, director, Automotive Retail Solutions, Microsoft Corp. "We view MPK as a strategic partner in the automotive retail market for the United States. Microsoft Dynamics™ NAV offers growing small and midsize businesses a powerful yet cost-effective solution that can be tailored for their company. We believe the MPK solution can help dealers to manage and grow their business."

The Microsoft Automotive Retail Solutions program represents Microsoft's ongoing commitment to enabling innovation in the global Automotive Retail marketplace, via partners that offer leading solutions for dealers, importers and manufacturers.

"When we set out to create a next-generation DMS in 2001, we knew if we used a world-class business platform from a world-class technology provider, we would be bringing automotive dealers up-to-date with their counterparts in other industries," said Mark Stephenson, president of MPK Automotive Systems. "MPK's philosophy is that automotive retailers shouldn't have to settle for outdated technology at inflated prices, which is why we chose Microsoft® as our partner and Microsoft Dynamics™ NAV as our business platform."

As the first North American DMS built on a Microsoft Dynamics™ business platform, MPK provides dealers with a fully integrated business management solution that streamlines accounting, parts, service, sales, finance and CRM. MPK is also highly integrated with Microsoft Office®, for example Excel® and Word, to create a fully integrated DMS that is fast, reliable and easy to learn.

MPK Automotive Systems, Inc.

MPK Automotive Systems, Inc. provides a modern automotive dealer management system (DMS) built using the Microsoft Dynamics™ NAV business platform to U.S. automotive retailers. MPK is a certified DMS provider for a number of automotive Original Equipment Manufacturers (OEM) and is currently operating in franchised automobile dealerships throughout the U.S.

For a product demonstration or other sales information, contact MPK at sales@mpkauto.com or call 866-587-9776.

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