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Media contact:

Mark Stephenson 770.246.3820 or mark@mpkauto.com

Suzanne Schenkenberger 330.715.8850 or SSchenkenberger@adelphia.net

MPK Automotive Systems delivers the first North American dealer management system based on Microsoft Dynamics™ enterprise business platform.

September 29, 2006 (Norcross, GA): MPK Automotive Systems brings a customized business management solution to franchised and independent automobile dealers across the country using Microsoft®'s strategic business platform. The new dealer management system (DMS) is the first North American DMS built on Microsoft Dynamics™ business platform and provides dealers with a flexible and cost-effective solution to streamline accounting, parts, service, sales, finance and CRM (customer relationship management) processes. The system is already in use at both franchised and independent dealerships across the U.S.

"We're excited about our partnership with MPK and what we can bring to the dealership arena," says Bill Forsyth, general manager, Southeast SMS&P, Microsoft Corporation. "The product's unique platform enables a dealer's business to integrate with all of Microsoft's programs and keeps all portions of the dealership running smoothly under one umbrella of technology."

Driven to change the way dealers think about Dealer Management Systems

MPK derives its name from Mark, Paul and Kyle the partners who applied their expertise in Microsoft's Dynamics™ NAV business systems to developing the first North American DMS on that platform. "By listening to dealers talk about their DMS choices, we found that what they really want is a DMS that adapts to their business process rather than the other way around," says Mark Stephenson, president of MPK Automotive Systems. "Dealers don't want to run their business the way their DMS vendor forces them to – they want to be able to adapt when the market changes." Stephenson adds, "The more we listen and respond to each customer's needs, the more we help all dealers."

This unique business strategy continues to lead the company's initiatives in developing integrated solutions that streamline a dealer's day-to-day business. "What makes MPK unique is not only our technology, but our approach to doing business. We want to delight our customers by giving each dealer exactly what they need, and at a reasonable cost," says Stephenson. The flexibility of the Microsoft Dynamics™ platform allows MPK to deliver a flexible, easily tailored solution to each customer, as well as affordable and outstanding ongoing support.

As the company grows, MPK continues to develop new capabilities and additional OEM certifications at an amazing pace. "Because our platform allows us to adapt quickly, MPK was the first DMS vendor to achieve Master Certification from Chrysler for DealerCONNECT, and we expect to continue to be among the first to complete changing OEM certification requirements in the future," adds Stephenson. It's this kind of flexibility that not only makes MPK's solution a

superior choice in terms of functionality, but also minimizes expense to customers. The company also fully integrates with ProQuest Business Solutions' electronic parts catalog, with Route One, and with other factory and third-party solutions.

Technology is the foundation

MPK, a Microsoft® Gold Certified Partner, fully utilizes the Microsoft® strategic business platform and familiar Microsoft® Office tools like Microsoft® Excel to create a fully integrated DMS that is fast, reliable, easy to learn, easy to use and easy to adapt to individual dealer and OEM processes. Because the MPK system uses the familiar Microsoft® Office user interface, dealers reduce the training and cost associated with implementing new systems or changing staff.

The product

MPK effectively leverages Microsoft's tools and technology by producing a product that offers the following advantages to customers:

- Rapid customizations for each dealership's processes means dealers can focus on business instead of software
- Familiar Microsoft® Office interface reduces training costs and increases productivity
- Customizable access to features and information allows a unique, secure view of data for every job function in the dealership from general manager to service tech
- Real time transactions and unified database ensure single entry and instant, up-to-the-minute access to all customer, vendor and vehicle information. It can be accessed in real time for a single store or multi-store dealership group
- Prompt information retrieval allows dealers to see summary information (e.g., current sales totals for the day) and drill down to specific transactions such as line items on vehicle sales or repair orders.
- Single click extraction to Excel® and other Microsoft® Office applications lets dealers and their accountants and consultants quickly evaluate and communicate business information
- Fast integration with OEM interfaces ensure dealers can efficiently manage changing OEM requirements

For a product demonstration or other sales information, MPK can be contacted via their Web site www.mpkauto.com or 866.587.9776.

MPK Automotive Systems, Inc.

MPK Automotive Systems, Inc. is the only OEM-certified dealer management system (DMS) provider delivering an integrated solution built on the Microsoft Dynamics™ business platform. The company uniquely focuses on individual dealer needs and processes. MPK's DMS is operating in franchised and independent automobile dealerships throughout the U.S.

*Microsoft Dynamics is a trademark of Microsoft Corporation in the United States and/or other countries.

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