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OECONNECTION UNVEILS NEXT GENERATION TECHNOLOGY CREATING INTEGRATED PARTS AND SERVICE PORTAL

Richfield, OH – February 9, 2010 – **OECConnection LLC** announced today the introduction of the company's next generation technology designed to integrate all OEC applications into one seamless parts and service portal. Designed to more productively facilitate the B2B and B2C exchange of service replacement parts across an OEM supply chain and dealer franchise network, the OECConnection portal will seamlessly mesh near real-time parts and service menu information including pricing, availability, OEM programs and promotions from multiple sources such as parts distribution centers, warehouse distributors, accessory and tire distributors, and other market segment partners.

Targeted to parts, service, collision and mechanical repair professionals in the automotive, heavy duty truck, and related markets, OEM dealers can benefit from a single portal that provides more timely parts procurement and expedited backorder fulfillment, integrated tools for targeted ecommerce wholesale marketing and obsolescence reduction, upsell opportunities using recommended service menus, and tailored parts intelligence to more proactively grow profit center revenues.

The new platform, featuring fully service oriented architecture (SOA) and the latest Microsoft® .NET technologies, will offer customers greater synergy across all OEC applications including:

- A streamlined user interface for fast, efficient workflow and application interoperability.
- A single sign-on and organizational structure for different users and roles within dealerships.
- A single-screen consolidation of critical parts information enabling more rapid and informed decision-making with greater opportunity for buying and selling parts.

– more –

“These latest advances to OEConnection’s suite of solutions are the result of feedback from thousands of customers plus a growing demand in all market segments,” said Charles Rotuno, President and CEO of OEConnection. “Additionally, given the technology’s advanced performance and product growth scalability, OEC is now uniquely positioned to more broadly serve the needs of OEMs across multiple markets, as they, and their retail network, seek to grow and reclaim their share of replacement parts sales.”

All OEC applications, currently in use by more than 15,000 automotive and heavy duty truck dealerships and repairers, will migrate to the new architecture in a phased approach. CollisionLink®, the industry’s preeminent OEM parts ecommerce tool connecting dealership wholesalers with their collision facility buyers, was the first product to migrate in 2009. D2DLink®, the company’s industry-leading parts marketing and sourcing tool, is slated for a 2010 introduction.

The company will be unveiling its next generation D2DLink, and integrated complimentary applications, at the 2010 NADA Convention and Trade Exposition, to be held in Orlando, Florida February 13 – 15.

ABOUT OECONNECTION LLC

OEConnection is the leading Online Parts & Service Exchange (OPSX) in the automotive industry, serving over 15,000 dealerships, collision repair shops, fleets, tire distributors and manufacturers. Customers use OEConnection products over 5 million times each month to market, manage and move original equipment parts, facilitating an estimated \$12 billion in annual replacement parts trade. The company is headquartered in the greater Cleveland area at 4205 Highlander Parkway, Richfield, Ohio, 44286. Additional information is available at www.oconnection.com.