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**EARNHARDT AUTO GROUP STANDARDIZES CUSTOMER RELATIONSHIP
MANAGEMENT OPERATIONS ON DEALER SOCKET PLATFORM**

Franchise adopts DealerSocket for its nine dealerships to streamline and integrate sales, customer service, communications and automotive service departments

SAN CLEMENTE, Calif. (June 13, 2006) – FireSocket, a growing customer relationship management (CRM) software company serving automotive dealer organizations across the U.S., today announced the Earnhardt Auto dealer group has standardized its CRM operations on the DealerSocket platform.

The move impacts all departments at its nine Earnhardt automotive dealerships, including its Ford, Dodge, Chrysler, Jeep, Nissan, Honda, Hyundai, Lincoln, Mercury, Mazda and BMW dealerships. The dealerships, which together realized just over \$1 billion in revenues last year, are located throughout Arizona and Texas.

Earnhardt selected DealerSocket as its CRM platform in January 2006 after much experience using other tools and solutions and bumping up against their limitations. The Earnhardt organization had strong demands for a CRM system to operate as a total interdepartmental system between customer service, marketing, floor sales, internet sales and automotive parts and service. But DealerSocket was the only CRM partner that could effectively offer global management tools to report, compare and identify growth opportunities among dealerships, not just departments. Today more than 500 employees work on the deployed system.

“Well implemented CRM can accomplish more than just a strong, consistent and positive customer experience. The DealerSocket solution takes an organization like ours – one with great ideas and process as well as a hunger for new ways to innovate – and helps our entire company to bring our game up to a whole new level. It really helps us consistently deliver an ideal customer experience at each of our stores,” said Donald Speen, vice president, IT Operations at Earnhardt Auto.

Jonathan Ord, CEO of FireSocket agreed, citing the Earnhardt organization as one of the most innovative automotive dealership groups in America.

“To take advantage of advanced customer relationship management technologies, a culture change is required for most dealers. Earnhardt came fully prepared, with great people and great process. Our technology and best practices only enhance what they already do. Our model of continual follow up and training will ensure that our service offering and technology stay in alignment with their business,” said Ord.

For more information on this implementation, please go to www.firesocket.com.

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About Earnhardt Auto

Tex Earnhardt and his sons, Hal and Jim, are the most recognized personalities in the southwest from having built one of the most successful automobile organizations in the United States. Tex Earnhardt started his first Ford dealership in Chandler, Arizona in September of 1951. From its humble beginnings of selling a few Fords a month, Earnhardt Auto Centers did nearly one billion dollars in retail sales and sold over 27,000 retail units last year. The Earnhardt organization currently sells 11 different automobile brands: Ford, Dodge, Chrysler, Jeep, Nissan, Honda, Hyundai, Lincoln, Mercury, Mazda and BMW plus 31 RV lines. The dealerships are located in the cities of Tempe, Mesa, Chandler, Gilbert, Avondale, Apache Junction and El Paso, Texas.

About FireSocket

Based in San Clemente, California, FireSocket is a CRM software provider focused on providing the most comprehensive solution available to the U.S. automotive dealership market with its DealerSocket platform. Currently more than 350 dealers use the DealerSocket solution to optimize and manage their sales, customer communications and service department operations. Dealership franchises of all sizes, including Van Tuyl, Cush, Gosch, Larry H. Miller, Ken Garff, Tuttle Click, Findlay, United Auto Group, Mossy and Hendrick Automotive, to name a few, are using the DealerSocket platform because of its proven ability to optimize operations, revenues and profits. More information available at www.firesocket.com.

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