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DealerSocket receives multiple awards for growth

Orange County, CA – September 12, 2007 – DealerSocket marks significant growth after just five years in business. Surpassing 25,000 users, their success has been recognized and has earned accolades and honors. DealerSocket provides customer relationship management solutions for the automotive market.

FireSocket, which launched its CRM solution DealerSocket in 2001, soared to the top of the 2006 Deloitte & Touche Orange County Technology Fast 50 list, an award program that ranks technology, communications, media and life sciences by revenue growth over five years.

“When Deloitte gave us this award, we were able to take a step back and say man, this is cool, we’ve accomplished something... and then it was back to work”, said Co-Founder Jonathan Ord. “It was an honor, certainly,” he said.

Winners of the D&T Fast 50 list were selected based on their percentage of revenue growth over five years, 2001 to 2005. To be considered, entrants must have had operating revenues of at least \$5,000,000 in 2005. Entrants also must have headquarters in Orange County. FireSocket earned the number one position on the list, with a growth of 6180%.



This year, Ord and Co-Founder Brad Perry were also named to the OC Metro 40 Under 40 list. The annual list honors the achievements of Orange County's most successful young entrepreneurs and executives.

Perry told OC Metro the smartest move he every made was to "jump off the cliff of risk and start a business from scratch."

DealerSocket continues to expand its customer relationship management platform for automotive dealers and the number of system users is rapidly increasing. DealerSocket has most recently reached the Canadian and the U.K. markets.

Ord and Perry worked for free in an automotive dealership for one year to carefully study customer interaction before moving forward on their business plan. They have extensive experience in developing best practices for specific technology and business management models.

DealerSocket provides the most comprehensive Customer Relationship Management solution available today in the automotive dealership market. More than 25,000 users use DealerSocket's solution to optimize and manage marketing activities, sales processes, customer satisfaction and retention, and service department operations. DealerSocket is based in San Clemente, California. More information is available at www.dealersocket.com.

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