

For Release 9 a.m. PST
Dec. 10, 2010

US PATENT ISSUED TO AUTOALERT, INC.

Patent No. 7,827,099

Irvine, CA — Dec. 10, 2010 — Today, AutoAlert, Inc., a company dedicated to providing automobile dealers with high quality, highly profitable opportunities, announced that effective November 2, 2010 the United States Patent and Trademark Office has granted a United States Business Methods Patent for methods and processes integrated in its AutoAlert® software systems. Mr. Jeffrey S. Cotton, a twenty five year veteran in the automotive industry first conceived the concept over ten years ago. Since November of 2003 AutoAlert, Inc., (assignee) has vigorously sought patent protection for its revolutionary methodologies. Since its creation in 2002 AutoAlert, Inc. developed and improved a concept and method for creating new car sales, increased used car sales and increased customer loyalty. This is accomplished by aggregating key industry data and performing proprietary calculations which result in significant new opportunities for dealerships. As a result, dealers sell more new vehicles at higher than average gross profit, while bringing into the dealership late model used cars resulting in improved used car inventory and vastly improved client relationships. “We are thrilled with this accomplishment and believe that this patent protection will add to the high degree of confidence our dealership, manufacturer, and financial institutional partners already have in us.” said, Boyd H. Warner AutoAlert’s President and CEO.

Other patents are currently pending which, when issued, will further protect additional functionality AutoAlert, Inc. has developed over the course of their nearly nine years of serving dealerships. Today nearly 500 automotive dealerships and over 5000 individual users have

benefited from added sales, profits, commissions and individualized service that are representative of each AutoAlert® installation.

Record Rate of Dealership Deployments

“AutoAlert® is experiencing unprecedented deployment success,” said Jeff Cotton, Co-Founder and EVP of AutoAlert, Inc. “In November of 2010 alone AutoAlert® was installed in just under 2 dealerships every single business day. We have more than doubled our sales every year since inception, and based on agreements in hand and very conservative sales projections, we expect similar growth in 2011.”

Dealerships have benefited from implementing AutoAlert®. A newly trained sales person at Honda World Westminster, a Southern California dealership, recently reported. “I feel that with your training, and the overall simplicity of AutoAlert I was able to accomplish goals for Honda World Westminster that in the past would not have been attainable,” said Martina Lee, Portfolio Manager. “I was able to book 57 appointments, 50 showed and 25 sold with a total gross of \$62,999.70. Can’t wait to see what next month holds!”

Founded in 2002, AutoAlert, Inc is the first and only company to offer dealership and enterprise business intelligence software, support and training of its kind.

#####

AutoAlert® is a registered trademark of AutoAlert, Inc. . ServiceAlert, MileageAlert, WarrantyAlert, ConquestAlert, MaintenanceAlert, FlexAlert, are trademarks of AutoAlert, Inc. in the United States and/or other countries.

For more information, press only:

J.Chapman, (949) 221-8670 x 210, info@autoalert.com

For more information regarding the AutoAlert system:

Jim Gans (949) 221-8670 x 228 sales@autoalert.com, <http://www.autoalert.com>,