

July 25, 2008



Dealer
Address
City, State

Dear <<Contact Name>>,

It is with great excitement that we announce to you that CarJockey.com will become a Division of Auto Dealer Traffic effective August 1st. Auto Dealer Traffic has been in the automotive business since 2001 specializing in Internet Marketing for automobile dealerships. CarJockey.com will join the suite of solutions that Auto Dealer Traffic sells and supports.

Over the course of the next 90 days, Auto Dealer Traffic will be focused on improving the look and feel of the platform, integrating third party feeds such as Black Book and Carfax, and enhancing the overall experience of the buyer and seller. As a result of this 90 day development period, Auto Dealer Traffic will re-launch CarJockey.com with a much improved platform that will guarantee profitable results.

What does this mean to you? CarJockey.com will be unavailable for use beginning August 1st and extending through November 1st. In order to compensate for the inconvenience, Auto Dealer Traffic will waive the fees, once the product is re-launched for a 90 day trial period. This 90 day free trial period comes with absolutely no commitment to continue with the service once the trial period expires.

Auto Dealer Traffic is thrilled about this new venture and is committed to showing you results. If you have any questions or concerns, please do not hesitate to contact Jennifer Ridenour at 614-202-9696 or Jennifer.Ridenour@autodealertraffic.com. She is the assigned product manager of CarJockey.com.

The new and improved CarJockey.com platform will be demonstrated at the Digital Dealer Show in Dallas, TX October 6-8. Hope to see you there!

Regards,

Todd Swickard
CEO and President
Auto Dealer Traffic

735 Taylor Rd. Suite 200 ~ Gahanna, OH 43230