

Outsell LLC Announces First Quarter Results for 2009

Outsell Announces Year-Over-Year Revenue Growth, Steady Growth in Customer Base

Automotive Digital Marketing firm Outsell announced a 243% year-over year revenue growth in Q1 2009 driven by growth in strategic partnerships.

Minneapolis, MN, April 20, 2009 - www.outsell.com - Outsell, one of the fastest-growing automotive digital marketing firms in America, has announced a 243% year-over-year increase in revenue for Q1 2009. The majority of this growth was driven by the rapid acceptance of Outsell's integrated digital advertising services by the dealer clients of Outsell's strategic partners Campbell-Ewald and ADP Dealer Services.

For example, in an exclusive arrangement in October 2008, Velocity Marketing (a division of Campbell-Ewald) partnered with Outsell to bring Chevrolet Dealer Associations an innovative digital marketing package called the Digital Traffic Generator program. The integrated program, which includes Live Chat, Monthly Dealer Email Newsletters and Monthly Dealer ePromotion campaigns, has been a rousing success, with actual dealer sales results routinely exceeding 10 times the investment in the toughest sales market in history. The program is currently serving 38 dealer associations comprised of over 640 Chevrolet dealers across the nation.

In March 2009, Outsell delivered Email Newsletters and ePromotions to well over 3 million U.S. households, generating over 600,000 consumer email interactions. This represents a 1,200% year-over-year increase in the volume of monthly email communications delivered by Outsell. These interactions resulted in over 120,000 active automotive shoppers engaging in buyer-related activities online, impacting all areas of dealership operations including new and used sales, F&I and service.

Live Chat generated equally impressive statistics, with a total of 15,634 Purchase Leads delivered in real time to dealers through out the United States 7 days a week, 18 hours a day. Even though there was a significant increase in overall consumer interactions, Outsell Customer Interaction Center Agents were able to deliver improved customer experiences with the average answer speed of 4.6 seconds, with 98.8% of the chats answered in less than 7 seconds.

"The automotive industry is going through a period of remarkable change causing an incredible need to do more with less," said Mike Wethington, CEO of Outsell. "Automotive leaders are looking for ways to deliver highly targeted communications to customers and prospects that deliver measurable results for less. Outsell and its partners have the right product at the right time. Programs like the Digital Traffic Generator give dealers a competitive edge in the market to effectively engage with consumers online and get them into their stores and service bays now."

About Outsell LLC

Outsell (www.outsell.com) is a digital marketing firm that helps automotive leaders sell more cars and services for less. We execute intelligent, data-driven, digital marketing campaigns that deliver the outcomes you are seeking – more showroom visits, more service bay visits and more revenue per ad dollar spent. Outsell delivers a sophisticated suite of services including:



PRESS RELEASE

- A Fully Staffed Live Chat Service
- Interactive Dealer eNewsletters
- ePromotion Campaigns

Outsell *The Intelligent Marketing Company*™

Media Contact

Sahil Merchant
One Main Street
Suite 300
Minneapolis, MN 55414
sahil.merchant@outsell.com
612.236.1517