

FOR IMMEDIATE RELEASE

For additional information contact:

Sara West-Callahan
Carter-West Public Relations
Phone: 949-493-0244 Fax: 949-248-1764
E-mail: scallahan@carterwestpr.com

Susan Lovett
Mobile Productivity, Inc.
Phone: (800) 997-1674 x2010
slovett@mpifix.com

MPI's World Class Inspection Program™ Expands into Canada; Helps Auto Dealers Increase Profits, Efficiencies and Customer Loyalty

LAS VEGAS, NV- July 20, 2009 -- MPi, a leading provider of profitability tools for auto dealer service departments, today announced that its World Class Inspection™ (WCI) Program has seen such success in the US that it has now expanded into Canada. The program has proven to be a vital addition to many service departments in the current economy and in the last year alone the number of US auto dealers using its customized electronic dealership generating solution, EDGE™, has grown to 600, an increase of 33 percent.

Dealers using the system are performing a better inspection and doing a superior job of explaining needed repairs to the customer, realizing benefits that average between \$100 and \$125 in additional needed repairs per vehicle inspection, a substantial increase in profit for the service department.

According to MPi Chairman and CEO Les Silver, dealers in Canada became interested upon hearing that US dealers using the WCI Program are seeing customers buying more needed repair work. In addition, a higher volume of customers are returning for declined repairs because they are providing a much more customer friendly environment for recommending additional needed repairs. "We are very excited to be able to offer our services to the Canadian market and are fortunate to be so well positioned during such difficult market conditions. Dealers need what we have to offer if many of them are going to grow or survive," Silver said.

The WCI system has proven to significantly improve a dealership's service and parts operation. Vehicle inspection programs can produce substantial revenue for service departments; however, most fail because they are not a consistent and quality process and can't easily be measured.

The World Class Inspection Program, launched in Jan of '07, offers real time process measurement for service departments. It provides the tools and processes needed to measure, manage and coach desired results. The MPi WCI program includes implementation/training, hardware, a measurement system, software tools and field support.

The EDGE system is a propriety inspection software solution that delivers a World Class Inspection Process for the service advisor and technician; along with a professional one-of-a-kind customer inspection report take away that details what was performed, the results of the inspection and price estimate in an easy to read document called the Know Your Vehicle Report™. It integrates with most dealership management systems (DMS) to easily pull the vehicle RO information into EDGE in order to quickly and precisely conduct vehicle inspections based on the OEM recommendations and dealership offerings.

The system operates in the service department from an installed network server that transmits the EDGE information to the service advisors and technicians on their local computers. It replaces an archaic, somewhat unprofessional paper process with a sophisticated electronic system.

“With vehicles sales off and brand loyalty disintegrating, more customers is not the answer for improving service and parts profits. Selling all the legitimately needed work to your existing customers is the key and MPi has found that dealers who use the World Class Inspection™ program are realizing substantial increases in customer pay sales,” said David Boyle, MPi President and COO.

WCI pricing is based on dealership size and number of users. A dealership can receive a no-cost price quote and business case by contacting MPi. For more information call: 1-800-997-1674 X 6 or visit: www.mpifix.com

About MPi:

For more information visit:

<http://www.mpifix.com/AboutUs/Default.aspx>