

FOR IMMEDIATE RELEASE

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**Automotive Retail Industry Veteran Jeff Rachor
Joins MPi Industry Advisory Council**

Las Vegas, NV, March 16, 2009 -- [Mobile Productivity, Inc.](http://www.mpifix.com) (MPi)

www.mpifix.com) a leading provider of profitability tools for auto dealer service departments, announced today that automotive retail veteran Jeff Rachor, has joined the MPi Industry Advisory Council. Rachor is CEO of MSD Automotive Partners, LLC and the former President of Sonic Automotive. The Council was formed in March 2007 and is comprised of top dealers, veteran factory executives and automotive industry experts to provide auto industry input into the strategic product and marketing direction of MPi. Current members include Richard Gallio, David Vallone, Kip Killmon, Paul Rubin, Dennis Noonan, Bill Lovejoy, Richard Sherman, Joe Hilger, Maureen Sullivan Martin, Joe Herman, Tony Noland and Ernest H. Pomerantz.

A well known automotive industry veteran, Rachor served as President, CEO and a member of the Board of Directors of Pep Boys - Manny, Moe & Jack (NYSE:PBK) from March 2007 through April 2008. Previously, he held several executive positions with Sonic Automotive Inc., (NYSE:SAH), where he served for over 12 years, culminating in the position of President from 2004 to 2007. During his 25- plus years in the automotive industry Mr. Rachor has also served as President of a 14 franchise dealer group and held a variety of key sales and marketing positions with OEMs. Mr. Rachor is currently CEO and Managing Partner of MSD Automotive Partners, LLC, which will exclusively own and operate premier car dealerships across the United States.

“Jeff is one of the most reputable executives in the automotive retailing industry,” said Les Silver, MPi Chairman and CEO.

“As the former President of Sonic Automotive, a Fortune 300 company and the third largest automotive retailer in the United States, he possesses a real appreciation of the different perspectives of the industry -- from dealer-owners to general managers to OEMs. We are delighted to have Jeff join our Industry Advisory Council,” Silver added.

Commenting on his appointment, Rachor stated, “MPi provides tools and solutions that really do improve profitability and service satisfaction; something that is so vital in today’s market conditions. I am excited to be working with this knowledgeable and talented group of automotive industry professionals.”

MPi has long relied on input from industry leaders, and invested in products and services that make significant impact in the delivery of automotive service and repair. In 2007 the company launched the World Class Inspection™ program which significantly improves customer satisfaction, management processes, and revenue per repair order for dealership service departments.

Dealers using the program 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 revenue per RO. The MPi Industry Advisory Council will help advise and guide the development of such programs in the future.

About MPi:

MPi (Mobile Productivity, Inc.) is headquartered in Las Vegas, NV. MPi is an industry leader delivering processes, metrics and software solutions which enable automotive dealerships to achieve World Class™ results in their service and repair departments. The company's World Class Inspection™ Program is making a difference in dealerships across the country; providing significant increases in profits, efficiencies and customer loyalty.

MPi is a subsidiary of Service Repair Solutions Inc, (SRS) which is also headquartered in Las Vegas, NV. SRS is a leader in providing innovative information solutions for the service and repair industry. Current affiliates include Identifix, Inc., Mobile Productivity, Inc., and International Automotive Technicians’ Network, Inc.

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