

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

Veteran Automotive Executive Al Giombetti Joins MPi Advisory Council

Las Vegas, NV, March 31, 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 veteran Ford Motor Company executive Al Giombetti has joined the MPi Advisory Council. The group of top dealers, veteran factory executives and automotive industry experts was formed in March '07 to provide auto industry input into the strategic product and marketing direction of MPi. Current members include David Vallone, Kip Killmon, Paul Rubin, Dennis Noonan, Bill Lovejoy, Richard Sherman, Joe Hilger, Maureen Sullivan Martin, Joe Herman, Tony Noland, Jeff Rachor and Ernest H. Pomerantz. A well known automotive industry veteran, Giombetti recently retired after 27 years as a Ford Motor Company employee.

Giombetti is an innovative leader with almost three decades of automotive executive experience, in both domestic and international markets. The culmination of this experience led to Giombetti's appointment as President of the Ford and Lincoln Mercury Division, North America. He had previously held positions of increasing responsibility within the Ford Motor Company, beginning in 1981.

Among the highlights of his career, Giombetti served as General Manager and Executive Director of the Ford Customer Service Division, delivering record profit for the division. Through his leadership he transformed a division from a wholesale mindset to a retail reality by growing their vehicle personalization and quick lane business. During his career he was also responsible for new and used vehicle sales, fleet sales, parts and service for the Ford Motor Company in the United States and North America.

Currently, Giombetti is the President of ASK Consulting, a firm that specializes in strategic and operating planning with a focus on the developing targeted marketing strategies and supporting key business operations. In addition, he is a partner in Compass Marketing LLC, an investment organization that turns great ideas into real business opportunities.

Giombetti's professional affiliations have included Board Member positions with the Country Music Hall of Fame in Nashville, where he served as chair of the marketing committee, , and the King's College Business School Advisory Board.

"We are thrilled to have Al join our Advisory Council. His expertise, business acumen and passion for our business will be invaluable," commented Les Silver, CEO of MPi.

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 from \$100 to \$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.

Commenting on his appointment Giombetti stated, "With the economical crisis the automotive industry is suffering through, the need has never been greater for solutions that provide significant increases in profits, efficiencies and customer loyalty. I am very happy to join MPi in its important work to help overcome these challenges."

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.

For more information call Susan Lovett at (800) 997-1674 x2010, by email at slovett@mpifix.com or visit www.mpifix.com