



Driving the Customer Experience.

NEWS RELEASE For Immediate Release

General Motors Approves Dealer-FX as iMR Match Eligible Turnkey Vendor for Social Media

Toronto, August 15, 2011 – Dealer-FX Group, Inc. announced today that they have been approved by General Motors to be an iMR (inMarket Retail) Match eligible turnkey vendor for Social Media services. Over 4,000 GM dealers enrolled in the program can now use iMR funds for Dealer-FX’s new Social-FX solution.

Social-FX is a fully managed social media solution that provides dealers with a proven, comprehensive program which ensures dealerships leverage social media to its full potential. The program also includes a state-of-the-art dashboard. The Social-FX Dashboard is a powerful reporting device that examines everything you need to know about your social media marketing, consolidated into one, user-friendly and easy-to-understand tool.

“Social-FX provides dealers with knowledge and expertise to bridge the gap in the evolving social media marketplace,” said Gary Kalk, President and CEO of Dealer-FX Group, Inc. “The program helps dealers establish an integrated strategy, gives them ongoing benchmarking of their efforts and even allows them to monitor and enhance their online reputation.”

Participating dealers in the iMR program can use Match funds to maximize their social media efforts, effective immediately. General Motors only approves vendors that have an excellent business reputation and offer the highest quality products and services. Social-FX is the second Dealer-FX solution to be approved by GM. AD-FX has been an eligible offering in the iMR program since 2007.

Dealer-FX is an automotive marketing and performance management company with a focus on driving the customer experience. Our emphasis on retail operations helps dealerships acquire, satisfy and retain customers, all while maximizing profits.

- 30 -

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