



Driving the Customer Experience.

## **NEWS RELEASE** **For Immediate Release**

### **Dealer-FX Appoints James E. Knight as Vice President of Sales**

**Toronto, August 31, 2011** – Dealer-FX Group, Inc. announced today that James Knight has joined Dealer-FX and been named Vice President of Sales. A seasoned executive in the automotive industry, he will oversee North American sales as the company continues its fast-paced growth.

“We are delighted that James has joined the Dealer-FX team as he brings considerable leadership experience and industry knowledge,” said Gary Kalk, President and CEO of Dealer-FX Group, Inc. “His strong background makes him the right person to help maximize our future growth opportunities.”

James comes to Dealer-FX bringing over 20 years of industry experience with companies providing web-based software solutions to the auto industry. He was previously with Reynolds & Reynolds and ADP, after which he progressed into senior positions with Higher Gear and FirstLook. At Dealer-FX, James will be focused on strategic account management and new business development in both the US and Canada.

“I’ve been watching Dealer-FX grow as a company over the past few years and they offer tremendous breadth and depth in their products and solutions,” said James Knight. “This was the perfect opportunity for me and I am thrilled to join this exciting and progressive organization.”

Dealer-FX, the most trusted name in automotive retail marketing, focuses on Driving the Customer Experience through enhanced retention, digital and social media strategies. Approved and sponsored by several OEMs, Dealer-FX’s leading-edge programs are designed to improve branding effectiveness, lead conversion, retention and dealer profitability.

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