



Driving the Customer Experience.

NEWS RELEASE
For Immediate Release

**Dealer-FX Group, Inc. & Mitsubishi Motor Sales of Canada, Inc. Launch
Online Service Appointment Scheduling to All Mitsubishi Canada Dealers**

Toronto, July 28, 2011 – Dealer-FX Group, Inc. and Mitsubishi Motor Sales of Canada, Inc. announced today that they have launched Online Service Appointment Scheduling within all of their English and French dealer websites in Canada. The implementation of this application will allow Mitsubishi Canada customers to request service appointments online or from their web-enabled mobile device, in addition to giving them the ability to review vehicle-specific maintenance requirements for each service interval.

“We are excited to provide customers with an effective, consistent and vehicle-specific method of requesting and reviewing maintenance for their Mitsubishi vehicle,” said Paul Simmonds, Director, Aftersales for Mitsubishi Motor Sales of Canada Inc. “Dealer-FX has been an excellent partner for us in making this technology available to our dealerships and their customers.”

“The implementation of the Online Appointment Service Scheduling feature is another element of the Integrated Service Retention Program we have developed for Mitsubishi Motor Sales of Canada, Inc.,” said Gary Kalk, President and CEO of Dealer-FX Group, Inc. “The convenience of scheduling maintenance online that is specific to your vehicle is an essential component to creating and promoting a great customer experience.”

Canadian Mitsubishi customers will be able to use this feature effective immediately.

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 -

For more information, contact:

Dealer-FX Group, Inc.
Sandor Segal, Director of Operations
416.493.0039

Mitsubishi Motor Sales Canada, Inc.
Brian McGrath, Manager, Aftersales Marketing
905.214.9009