



# Finance Express

## **FINANCE EXPRESS AND DETROIT TRADING COMPANY ANNOUNCE ALLIANCE**

RANCHO SANTA MARGARITA, CA -- January 31, 2008 Finance Express, which operates the premiere online dealer management system with integrated auto finance platform specifically designed for the independent automotive used car dealer, and Detroit Trading Company, which operates the largest exchange for the trade of automotive leads on the Internet, today announced that they have entered into an alliance. As part of the alliance, the companies will work together to create an exclusive private-label finance lead acquisition portal for independent used car dealers to access through the Finance Express system. Through this portal, Finance Express dealers will have access to the largest network of lead generation sources on the Internet.

“Detroit Trading Company’s footprint in the internet lead business is remarkable,” states David Huber, President of Finance Express. “With all of the lenders we’ve added to our platform, we needed to find a way to get more customers to our dealers. What better way than by offering our dealers direct access to this private-labeled leads portal? We will offer a simple, streamlined, single entry point to literally hundreds of lead selling sources! It’s a winning combination for our dealers—more lenders, more leads, more sales, more profit!”

“The average credit profile of the nearly 300,000 consumer leads being traded through our Exchange each month is exactly the right fit for Finance Express and its dealer clients,” states Pete Bonner, Co-Founder and Senior Vice President of Detroit Trading Company. “This alliance is designed to increase sales and profitability for independent dealers while at the same time decreasing their marketing and customer acquisition costs. Independents have historically been left out of the Internet lead business in favor of franchised dealers. This partnership changes that dramatically.”

### **About Finance Express**

Finance Express is the premiere provider of online services and web-based technology for the independent dealer, including a comprehensive dealer management system with functions such as inventory management, credit application entry, contracting, links to lending sources, buy here pay here loan servicing and accounting systems integration. The comprehensive program provides dealers online access to an end-to-end solution that provides a safe and secure environment for participating lenders. More information can be obtained at [www.financeexpress.com](http://www.financeexpress.com).

### **About Detroit Trading Exchange**

Detroit Trading Company provides professional sales, acquisition and marketing services to companies that buy and sell Internet leads. Detroit Trading Company is the software developer of DT Agent™ and Detroit Trading Exchange™ which facilitates the buying and selling of Internet-generated leads. DTX™ was created by Detroit Trading Company to provide a robust market for trading Auto Finance Leads. The Exchange provides its participants with Uniform Rules of Trading, Dynamic Pricing and Liquidity. The goal of the Exchange is to make it easier for buyers and sellers

to do business with each other by eliminating impediments to efficient trading. Detroit Trading Exchange™ can be reached on the web at [www.detroittradingexchange.com](http://www.detroittradingexchange.com).

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