



# Finance Express

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## FINANCE EXPRESS UNVEILS NEW WEBSITE AND SYSTEM INFRASTRUCTURE

### For Immediate Release

RANCHO SANTA MARGARITA, CA, February 28, 2008-- Finance Express announces its recently redesigned website along with a successful system infrastructure upgrade. This marks the first website redesign since the company launched, and a significant investment geared toward stability and scalability in managing growth.

“People are looking to arm themselves with as much information as possible, and the internet serves as the frontline for most of that research,” states Greg Levi, Vice President of Marketing. “Our main objective in this redesign was to tell the story of Finance Express, including products and services, partnerships and client testimonials. I think we nailed the execution by delivering a great product.”

The new website includes a fresh take on the Finance Express brand with updated colors and graphics. Focus was placed on broadening the amount of website content and presenting information in a fun, useful, and easy to navigate manner.

“We felt it imperative to have our website tell the story of who we are, what we do, who we serve and how we serve them...And most of all, why they should do business with us. At the end of the day, we want our clients and our partners to know we are committed to providing quality products and services, both now and well into the future,” adds David Huber, President of Finance Express.

Besides visible changes to the website, Finance Express spent a great deal of time, money and resources on the back-end engine powering the FEX system. “Our clients rely on us to store sensitive data while providing 24/7 secure access, and we don’t take that responsibility lightly,” states Gary Leek, Chief Information Officer. “In a grand undertaking such as this, it can get rather complicated. In fact, it took months of meticulous preparation, planning and testing to tackle this migration project. In order to provide the highest level of system performance and stability, we contracted with the best of the best in the business, and secured our future growth with airtight service level commitments and major redundancies.”

“In layman’s terms, we are a rapidly growing company, so we beefed up our platform to accommodate increasing usage,” concludes Mr. Huber.

### About Finance Express

Finance Express is the first and only fully-integrated, web-based dealer management system ("DMS") that includes an integrated loan origination platform designed exclusively for independent dealers and a comprehensive risk mitigation program for participating lenders. Go to [www.financeexpress.com](http://www.financeexpress.com) to see the newly redesigned website and read more about Finance Express.

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