



Autobyte's CarTV Debuts State-of-the-Art Video Player and New Lineup of Original Streaming Automotive Content

Company's Video Division Energizes Online Car-Buying Experience With Streaming Video Test Drives and Reviews, Late-Breaking Auto News, Crash Test Footage and Much More

Irvine, CA - May 9, 2005 - Armed with a new state-of-the-art video player that supports near-broadcast quality video on virtually any PC, Autobyte's (Nasdaq: ABTLE) video production division, CarTV, is transforming online car buying from a silent, static process into a high-energy media experience. Now integrated throughout Autobyte's car buying web sites, CarTV's new lineup of automotive content includes streaming video test drives and reviews, late-breaking vehicle crash test footage, auto show coverage, step-by-step car care tips, and a weekly auto news report that provides in-market shoppers with timely, relevant market information.

"CarTV is adding an entirely new dimension to the Autobyte auto research and shopping experience," said Michael Rosenberg, senior vice president of marketing and media services. "So much more information can be communicated through video - for example, how a six-foot adult fits into a back seat, how quietly a car accelerates, how a vehicle looks from all angles. CarTV is helping us empower our shoppers with the 'look and feel' factor that so often shapes car-buying decisions - the details that can't be reduced to data points on a page."

CarTV has already produced a library of more than 350 special interest, auto news, test drive and car review videos which are smoothly integrated into the Autobyte research and shopping process. "If you're researching a Honda Accord, there's a link to a video test drive on the same page," notes Rosenberg. "The goal is to provide rich media content when and where consumers can use it most." According to Rosenberg, CarTV media will become even more strategic in the months ahead, for example enabling shoppers to view side-by-side videos of similar models during vehicle comparisons.

The new CarTV video player makes this diverse rich media easily accessible to the vast majority of Internet users, automatically adapting to provide quality viewing for various Internet browsers and Internet connection formats (broadband, dial-up, etc.). CarTV's video player and content are available at Autobyte.com, Autoweb.com, CarSmart.com, Autosite.com, Car.com and the company's exclusive video channel, CarTV.com, impacting millions of online car shoppers each month.

About Autobyte Inc.

Autobyte Inc. (Nasdaq: ABTLE), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites Autobyte.com, Autoweb.com, Car.com, Carsmart.com, AICAutoSite.com, Autoahorros.com and AutoSite.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobyte is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc. (RPM[®]), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. Autobyte was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobyte Inc. is the only company to achieve top rankings for both its lead management and lead generation services among the nation's top100 Internet dealers.

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