



Autobytel Inc. Wins Stevie™ Award in 3rd Annual American Business Awards(SM)

Creators of Autobytel's Dealership Customer Retention Product - RPM® 2.0 - Named Nation's Best Product Development Team

IRVINE, CA – June 10, 2005 – Autobytel Inc. (Nasdaq: ABTL) won a Stevie Award for Best Product Development Team in the 2005 American Business Awards on Monday. The company was recognized for its outstanding multichannel customer retention and loyalty solution, Retention Performance Marketing (RPM) 2.0. In winning the Stevie, Autobytel joined honorees including E*TRADE FINANCIAL Corp., Travelocity, Sprint and Donald J. Trump, who received the first Lifetime Achievement Stevie Award. Vice President of Corporate Communications Melanie Webber accepted the Stevie on behalf of the RPM team before a packed ballroom.

Hailed as “the business world's own Oscars” by the New York Post (April 27, 2005), The American Business Awards are the first national, all-encompassing business awards program honoring great performances in the workplace.

Nicknamed the Stevies for the Greek word “crowned,” the awards were presented during ceremonies at the Marriott Marquis Hotel in New York City. The ceremonies were hosted by CNN personality Ali Velshi, videocast live on the Internet, and broadcast nationwide on radio.

The team behind RPM 2.0 was recognized for the superior functionality the service-reminder program offers dealerships and customers. Using the RPM program, fixed operations departments are able to draw in customers who produce revenue through vehicle maintenance services. Dealers are able to offer targeted outreach with the program's data segmentation capabilities, so customers receive the most relevant discounts and offers, and can set up personalized Web pages so customers can track and update their own vehicle service histories.

“Autobytel is thrilled at the honor the business community has presented to our RPM team,” said Autobytel President and CEO Rick Post. “The American Business Award attests to the positive impact RPM is making on dealers' customer retention strategy, business efficiencies and overall customer service. We are proud of our team's achievements and ongoing commitment to providing the most advanced, useful tools for dealers.”

Members of the Awards' Board of Distinguished Judges & Advisors and their staffs selected Stevie winners from among the Finalists. Finalists were chosen by business professionals nationwide during preliminary judging in February through April.

More than 100 Stevies were presented in over 40 categories including Best Overall Company, Best Executive, Best Support Staffer, and Best Corporate Web Site. More than 1,200 nominations from companies of all sizes and in virtually every industry were submitted for consideration.

Details about The American Business Awards and the list of Finalists and Stevie Award winners are available at www.stevieawards.com/aba.

About Autobytel Inc.

Autobytel Inc. (Nasdaq: ABTL) 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 Autobytel.com, Autoweb.com, Carsmart.com, Car.com, AutoSite.com, Autoahorros.com, and CarTV.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel 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. Autobytel was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel's car-selling sites and lead management products are used by more of the nation's top-100 e-dealers than any other program.

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