



## **Autobytel Inc. Named as Finalist in 2005 American Business Awards**

### **Creators of Autobytel's Dealership Customer Retention Product - RPM® 2.0 - Named Among Nation's Best Product Development Teams**

**IRVINE, CA - May 4, 2005** - Autobytel Inc. (Nasdaq: ABTLE) was named a Finalist today in the Best Product Development Team category in the third annual American Business Awards. Autobytel will be competing in the Best Product Development Team category for the Automotive and Transport Equipment industry group with its multichannel customer retention and loyalty solution, Retention Performance Marketing (RPM) 2.0.

Hailed as "the business world's own Oscars" by the New York Post (September 22, 2002), 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," winners will be announced during presentations on Monday, June 6 at the Marriott Marquis Hotel in New York City. The ceremonies will be videocast on the Internet and broadcast on radio. Donald J. Trump will receive the first Lifetime Achievement Stevie Award that evening.

More than 1,200 nominations from companies of all sizes and in virtually every industry were submitted for consideration in more than 40 categories, including Best Overall Company, Best Executive, Best New Product or Service and Best Support Staffer.

Launched in 2004, RPM 2.0 enables auto dealers to draw in revenue through the dealership's service departments by implementing effective multichannel customer outreach and retention programs. RPM automatically segments each set of customer data based on spending, purchase and visitation habits. As a result, customers can receive discounts and communications relevant to their needs, such as customized service reminders based on mileage and time parameters. RPM also offers personalized Web pages so the dealership's customers can track and update their own vehicle service histories.

"RPM is making a significant difference in the ways auto dealers can market to and retain customers through their vehicle maintenance departments," said Autobytel President and CEO Rick Post. "RPM addresses the specific challenges dealerships face in building customer loyalty, and we are pleased The American Business Awards program recognizes the wider business implications of targeted customer retention programs."

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

"We began the Stevies in 2002 with the mission to generate recognition of deserving companies and individuals among the business community, the press, and the general public," said Michael Gallagher, founder and president of The Stevie Awards. "Being selected as a Finalist is an important achievement, because it means that independent judges have agreed that the Finalist is worthy of national recognition."

Details about The American Business Awards and the list of Finalists are available at [www.stevieawards.com/aba](http://www.stevieawards.com/aba).

#### **About Autobytel Inc.**

Autobytel 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 Autobytel.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. 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. As the Internet's largest new car buying service, Autobytel generates over a billion dollars a month in car sales for dealers through its services and 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 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.

#### **About The Stevie Awards**

Hailed as "the business world's own Oscars" by the New York Post (September 22, 2002), Stevie Awards are conferred in three

programs: The American Business Awards, The International Business Awards, and The Stevie Awards for Women Entrepreneurs. Honoring companies of all types and sizes and the people behind them, the Stevies recognize outstanding performances in the workplace worldwide. Learn more about The Stevie Awards at [www.stevieawards.com](http://www.stevieawards.com).

Premier sponsors of The 3rd Annual American Business Awards include Rogen International, ValueVision Associates, Veritude, Ultimate Software and The Professional Society for Sales & Marketing Training.

Media sponsors include the Business TalkRadio Network, Hoover's Online, Selling Power Magazine and Wired Magazine. Speedera Networks will again videocast the awards ceremonies live on the Internet.

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