



Charlottetown, PEI, Canada, March 12, 2008 – MJL Enterprises announced today that it has completed its integration with DealerTrack Canada. The MJL Enterprises integration is now available to dealers throughout Canada.

Using MJL Enterprises' program FIRST (Finance & Insurance Reporting & Sales Tool), owners, managers, F&I personnel and salespeople can access and record customer leads; and launch customer information directly to both DealerTrack Canada's finance portals (Curomax and DealerAccess). Dealers can then complete their credit application and submit for processing. The FIRST system integrated with DealerTrack Canada provides a stream lined sales process which increases productivity and time management.

"MJL Enterprises continues to respond to industry demand by providing a cost-effective tool to enhance profit opportunities and increase accountability in dealerships throughout our industry. Our completed integration with DealerTrack Canada further enhances our commitment to providing proactive solutions for dealerships, while increasing their efficiency and business office profit," stated Jason Macdonald, President of MJL Enterprises.

"At DealerTrack Canada we focus on delivering efficiencies to the business office which helps drive increased sales and CSI. Our bi-directional interface with companies such as MJL supports this initiative further," stated Michael Collins, General Manager, DealerTrack Canada. "We look forward to growing our business together".

### **About MJL Enterprises**

FIRST is a web-based software application that addresses the incremental finance and insurance revenue that dealers are missing. Constructed under the direction of industry experts in Sales, Finance & Insurance (F&I), and customer relations management (CRM), FIRST provides invaluable organization of the day-to-day operations in both sales and business office activity. FIRST is a comprehensive software package that integrates customer relations management (CRM), Finance & Insurance log books, deal tracking, deal renewals, and launching capabilities. Utilizing FIRST can provide a new revenue stream that most dealerships have not addressed.

### **About DealerTrack Canada, Inc.**

DealerTrack Canada, Inc. is an affiliate of DealerTrack Holdings, Inc. and is a leading provider of on-demand credit application processing solutions in Canada. DealerTrack Canada connects automobile, marine recreational vehicle, motorcycle, power sport and home improvement dealers across Canada to 30 financial institutions, and credit bureau and other strategic providers via its DealerAccess and Curomax platforms.

Over 6,000 dealers, including 90% of all Canadian franchised automotive dealers, use DealerTrack Canada's solutions to process consumer financing transactions.