



## FOR IMMEDIATE RELEASE

### RouteOne and MJL Enterprises Announce Integration

Farmington Hills, MI, January 2, 2008 – RouteOne announced today that it has completed integration with MJL Enterprises. The RouteOne/MJL Enterprises integration is now available to dealers in the United States and Canada.

Utilizing MJL Enterprises' program FIRST (Finance & Insurance Reporting & Sales Tool), owners, managers, F&I personnel and salespeople can access customer leads and launch customer information directly to the RouteOne platform. Dealers can then create a credit application and submit these leads for processing. The FIRST system integrated with RouteOne facilitates a structured and logical sales process which increases productivity and time management.

“Our integration with best in class providers such as MJL Enterprises promotes our open integration strategy, which is a key tenet of our dealer support model,” said Mike Jurecki, RouteOne CEO. “RouteOne offers dealers the solutions they need to streamline their sales processes and drive efficiencies. We are pleased to offer integration with MJL Enterprises.”

“MJL Enterprises continues to respond to the marketplace by offering a simple and cost-effective tool to enhance profit opportunities and increase accountability in dealerships throughout our industry. Our seamless integration with the RouteOne platform will further enhance our offerings while increasing efficiency,” stated Jason Macdonald, President of MJL Enterprises.

#### **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.

#### **About RouteOne**

RouteOne was formed in 2002 by DaimlerChrysler Financial Services, Ford Motor Credit Company, GMAC, and Toyota Financial Services to create a more streamlined credit application for automobile dealers and their customers. Providing access to more than 21,500 dealers in North America, RouteOne's web-based system allows automotive dealers to submit credit applications to the largest indirect lenders, request credit reports, and increase profitability with RouteOne's free Dealer Reporting Suite. RouteOne's open integration business model also allows the dealer to integrate with their choice of a wide variety best in class partners, including DSPs, CRM systems, F&I modules and menu providers. RouteOne offers dealers a common platform for all their credit application financing needs. More information is available at [www.routeone.com](http://www.routeone.com).