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Consumers Flock to Auto Dealer Loyalty Programs

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LoyaltyTrac(R) Surpasses Five Million Consumer Members

SAN RAMON, Calif., Feb. 25 /PRNewswire/ -- **MediaTrac,**

LLC announced today that it had surpassed 5,000,000 LoyaltyTrac Service Rewards program members. LoyaltyTrac is the largest dealership-based rewards program in the US and its membership base is equivalent to 40% of all the new vehicles sold in 2008.

In times of stagnant vehicle sales growth, auto dealers are turning to new strategies to develop stronger, more lasting customer relationships. By capitalizing on their existing service department clients and interactions, progressive dealerships are bucking the trend of traditional service marketing; they are turning to more proactive, more robust solutions like LoyaltyTrac that provide a definite and measurable ROI. Many LoyaltyTrac dealerships have individually enrolled over 20,000 members and are targeting their marketing efforts expressly towards their higher value rewards program members.

Increasing customer service retention should be an integral part of any dealer's growth plan. "Dealerships that had the foresight to implement a loyalty and retention offering before the economic downturn are currently seeing month over month increases in service department traffic and, in some cases, record revenue - even despite today's tough economic climate," said Michael Gorun, Managing Partner at MediaTrac. The LoyaltyTrac customer retention program is the only fully DMS-integrated system that can automatically filter and market to a dealer's customers based solely on their past purchase habits. Using daily transaction analytics and proprietary purchase prediction technology, the LoyaltyTrac system automatically deploys and tracks targeted marketing communications to members throughout their ownership lifecycle. The result is unmistakable for dealers: increased visits and spend for their existing customers.

Dealerships are now realizing that building meaningful customer relationships while providing some form of member equity will lead to long-term success. **MediaTrac, LLC** expects to reach the six million member plateau before the end of 2009.

For additional information about LoyaltyTrac, contact Jeff Shenk or visit <http://www.media-trac.com/>.

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