
CONTACT:

Debi Garrett
Marketing Communications
Mitchell 1
858-391-5000, x-6946
debi.garrett@mitchell1.com

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Mary E. Schmidt-Krebs, APR
MESA Integrated Marketing, Inc.
760-931-0775
mesa7@sbcglobal.net

MITCHELL 1 SPOTLIGHTS INNOVATIONS AT SEMA

POWAY, California (November 1, 2005) — As the industry leader in development and delivery of automotive repair information and management software, Mitchell 1 tops the list of SEMA exhibitors who have created a real industry buzz with respect to new product innovations, partnerships and breakthrough technology.

Most recently, the Mitchell 1 new Business Solutions product line unveiled its *Customer Retention Marketing* and *Call Tracking Services* products as the first offerings in a series of releases designed to help today's repair shop owners improve marketing, customer retention and customer satisfaction.

With the introduction of OnDemand5 Repair version 5.8, Mitchell 1 continues its tradition of delivering cutting edge technology that helps maximize technician efficiency by minimizing the diagnostic effort. The new edition of the industry standard builds on the landmark full-color wiring diagrams found in previous versions and now offers CircuitSelect – a powerful circuit isolation tool that allows users to pinpoint and diagnose electrical problems faster than ever.

Mitchell 1 CRM (Customer Retention Marketing) and Mitchell 1 CTS (Call Tracking Services) provide automated marketing solutions that allow shop owners to systematically target their most profitable customers for repeat business. CRM features include automated service-reminder postcards and emails, thank-you emails, customer satisfaction survey tools and intuitive management reports. CTS offers toll-free call tracking to facilitate a shop's advertising and marketing campaign and includes the tools needed to measure a return on investment for each effort.

This year Mitchell 1 also continued to build on its parts partnership program conceived more than three years ago. Adding yet another partner, ASA Tire Systems, Mitchell 1 and its parts-

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14145 Danielson Street
Poway, CA 92064-6886
www.mitchell1.com

DIRECT 858 391.5000
TOLL FREE 888 724.6742
FAX 858 391.5266

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vendor partners -- O'Reilly Auto Parts, GPI/CARQUEST, BWP/CARQUEST, Auto Value/Bumper-to-Bumper, Hahn Automotive, Parts Depot Inc., Lee Automotive and MAWDI -- have continued to reap the benefits of a participating in the industry's largest and most successful parts distributor partnership to build customer loyalty by helping repair shops save time and money using an electronic parts ordering system.

About Mitchell 1:

Headquartered in Poway, California, Mitchell 1 has provided quality repair information solutions to the automotive industry for more than 80 years. The Mitchell 1 family of products includes a complete line of integrated software tools designed to improve repair shop productivity. Mitchell 1's *OnDemand5* product line represents the next generation of innovative repair, estimating and management software. Mitchell 1 Premiere Club, an exclusive rewards club, gives added value and services to loyal customers. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and currently has 11 Quadruple Master Technicians on its editorial staff. For more information on Mitchell 1 products and services, automotive professionals can log onto the company's website at www.mitchell1.com.

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