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MITCHELL 1 AND ASA TIRE SYSTEMS LAUNCH NEW PARTNERSHIP

POWAY, California (November 1 , 2005) – Mitchell1 has joined forces with ASA Tire Systems to create a new marketing partnership as part of Mitchell’s ongoing effort to expand its national network of connectivity to automotive parts and tire suppliers. The goal of the partnership is to give tire and automotive service store owners greater flexibility and increased efficiencies in running their daily operations when using ASA’s TreadX™ point-of-sale system with Mitchell1’s OnDemand5 Estimator.

The partnership will involve the integration of ASA's TreadX™ point-of-sale system with the Mitchell 1 industry-standard OnDemand5 Estimator product. Users will be able to create a parts and labor estimate in Mitchell Estimator and quickly transfer the results back to a TreadX work order. For the first time, ASA's TreadX customers will be able to seamlessly create accurate labor and parts estimates for the complete breadth of vehicle services.

In support of the partnership, all ASA Tire Systems customers will enjoy a special corporate discount on the Mitchell 1 OnDemand family of products including the OnDemand Repair Information System.

“Our goal in working with such an esteemed company such as ASA Tire Systems is to help each other, and our customers, become more successful,” says Dan Ramirez, Mitchell 1 senior director of business development. “We look forward to having our sales team work closely with the ASA sales team to promote the benefits of this new industry offering to current and prospective tire dealer customers.”

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"We are excited about the powerful synergy that this partnering will bring to the tire retailer industry," said David Duchesne, ASA Tire Systems vice president of sales. "This is a partnership that independent tire dealers have been asking for, and that we can now deliver on. This venture brings together two industry leaders to work together in their respective aftermarket segments."

The interfacing of TreadX with the Mitchell's OnDemand5 product is expected to be commercially released in November 2005.

About Mitchell:

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* now serves as the industry standard for innovative repair, estimating and management software. The new M1 Business Solutions product line gives shop owners automated marketing solutions to improve bottom line profits. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and currently has 12 Quadruple Master Technicians and 36 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.

About ASA Tire Systems:

ASA Tire Systems is a wholly owned subsidiary of the private holding company, ASA International Ltd. Headquartered in Nashua, New Hampshire; ASA Tire Systems develops and builds enterprise-wide software solutions, delivers support and services, and enables leading Independent Tire Dealers to achieve a maximum return on their information technology investment. They can be found on the Internet at: www.asatire.com

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