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MITCHELL 1 NAMES DANIELS 2005 EDUCATOR OF THE YEAR

POWAY, California (November 1, 2005) – Jim Daniels, an automotive technician and instructor at Moraine Park Technical College in Fond du Lac, WI, was named Educator of the Year at the North American Council of Automotive Teachers (NACAT) 2005 Conference held recently in Spokane, WA. Each year Mitchell 1 recognizes one of the nation's top teachers for excellence in automotive repair instruction.

During the awards ceremony, Daniels was presented with a check for \$500 along with a recognition certificate, courtesy of Mitchell 1. In addition, Moraine Park Technical College was given a one-year extended subscription to Mitchell1 OnDemand5 Repair software, the industry's premiere product in providing an integrated approach to total repair shop productivity.

"Mitchell 1 is proud to join with NACAT in honoring those who have demonstrated a commitment to educational excellence in the automotive repair industry," said Nick DiVerde, Mitchell 1 director of marketing. "We offer our heartiest congratulations to Mr. Daniels on his achievement of receiving the highest score among all educators within North America who took the recent ASE Certification Tests."

Daniels is an ASE certified Master Automobile Technician who worked for 11 years as a Ford dealer service technician. For the past 6 years, he has taught automotive classes at Moraine Park. His educational credentials include a two-year automotive degree program from Moraine Park, and he is currently working towards a Bachelor of Science degree in continuing technical adult education through the University of Wisconsin Stout.

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**Mitchell 1 Educator of the Year
Add 1
November 1, 2005**

Selection criteria for the Educator of the Year award requires that a Master Automotive Technician excel on all ASE automotive tests, including A1 -- A8 (Engine Repair, Automatic Transmission/Transaxle, Manual Drive Train and Axles, Suspension and Steering, Brakes, Electrical/Electronic Systems, Heating and Air Conditioning, Engine Performance) and the L1 (Advanced Engine Performance Exam).

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* 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 .

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