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Leading Automotive CRM DealerSocket Selected as a Red Herring Top 100 North America Tech Startup

DealerSocket Recognized as a Top 100 Leading Company in America

San Clemente, CA May 29, 2012 – Leading auto dealer CRM DealerSocket (DealerSocket.com) announced today it has been recognized in Red Herring's Top 100 awards list, in recognition of the leading private companies from America. The award celebrates startups' innovations and technologies across their respective industries.

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work.

"DealerSocket is honored to be included on such a prestigious list," said Brad Perry, DealerSocket Co-Founder and CTO. "We are focused on continually bringing revolutionary and innovative technology to the realm of dealer CRM. We are thankful to be recognized on these efforts."

For more information about DealerSocket's industry-leading dealer CRM tools, please call (877) 888-8048.

ABOUT DEALERSOCKET

For ten years, DealerSocket has provided the automotive industry with the most comprehensive Customer Relationship Management (CRM) and training solutions available, allowing auto dealers to save time and money, and improve sales staff effectiveness, with one consolidated product. With the power to manage sales, service, CSI, marketing and training, DealerSocket is the complete source for *all* customer-facing automotive dealership departments.

DealerSocket's core CRM is enhanced by a powerful, customer-facing Mobile Portal application to keep in contact with customers and prospects via all mobile devices, a data-mining tool called RevenueRadar, an online process-training university called CarMind and an efficient CallCenter solution. These products can be used alone or in conjunction with the core CRM solution to provide an end-to-end marketing and revenue-producing engine. More than 90,000 users at over 2,500 auto dealerships throughout the U.S. and Canada now leverage DealerSocket's automotive CRM solution to optimize and manage marketing activities, sales processes, customer satisfaction and retention and service-department operations. For more information, call 877-888-8048, email sales@DealerSocket.com, visit DealerSocket.com, like us at Facebook.com/DealerSocketCRM, or follow us on Twitter at @DealerSocketCRM.

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