

**NEW VERSION OF CHROME INVENTORY SEARCH™ (CIS) STREAMLINES
PROCESS OF LOCATING AND BUYING VEHICLES OVER THE WEB**

*Consumers and dealers can more easily search for specific vehicles from the inventories
of single dealers, dealer groups or media sites*

PORTLAND, Ore.—January 11, 2005—Chrome Systems Corporation, provider of automotive data, configuration technology and commerce solutions, announced today the release of an upgraded version of its widely used Chrome Inventory Search™ (CIS) product. CIS is a Web-based vehicle locator solution that enables vehicle buyers and sellers to search the inventories of single dealers or dealer groups based on detailed selection criteria. Effective with this release, CIS is offered as a stand-alone application independent of other Chrome tools, and with a simplified user interface that makes it easier for Web sites to integrate and for online shoppers to access.

For online shoppers, CIS can search for actual vehicles based on criteria such as year, make, and model, or filter by specifics such as drive train, body style, proximity to the shopper and other attributes. They can locate new, used, certified pre-owned, repossessed and for sale by owner vehicles, and even select which dealer or dealer group inventory to search. CIS returns a list of all vehicles matching the search criteria and shows key purchase information, such as MSRP, asking price, trim, color and mileage on the vehicle.

For dealers and dealer groups that make the product available from their web site, CIS offers a multitude of customization options that help these businesses package the product to fit their needs. They can define whether online shoppers can search a single store or an entire dealer group's inventory, or ensure that CIS will only find the vehicles they carry in inventory. Additionally, the dealer can choose whether to show selling prices or stock photos.

Once a vehicle is located, online shoppers are presented with a wealth of details to help facilitate their purchase decision. CIS displays a complete description of the vehicle,

including all known options and features, as well as the vehicle's standard equipment and multiple photos. A stock number and VIN are also provided to help build trust with prospective buyers.

“CIS is another Chrome Web tool designed to help our clients and their customers make better and quicker decisions over the Internet,” said Dave Mingle, president of Chrome Systems. “It’s flexible enough to meet the demands of both buyers and sellers. Dealers can use CIS to check on their own inventory. Likewise, networks supporting dealers can decide which dealers’ inventory to show.”

Beyond the summarized and detailed information CIS gives online shoppers, it also includes a link to the Consumer Guide Vehicle History Report (VHR) service, an invaluable research tool that includes VIN and odometer history readings, registration history, major accident records, objective reviews and road scores from the Consumer Guide® editors, and any known recall or repair cost information.

Chrome Inventory Search™ 2.0 will be featured at Booth 3221 during the National Automobile Dealers Association (NADA) 88th Annual Convention and Exposition in New Orleans, January 29-February 1, 2005.

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