



IntegraLink Announces Enterprise Data Extraction Agreement with Chrysler LLC

IntegraLink to Consolidate Chrysler LLC's Data Extraction Activity and Transition All Dealers to Internet-based Data Polling

SEATTLE, Wash., November 14, 2007 — IntegraLink, the leading independent provider of dealer management system (DMS) data services to the retail automotive industry, and a division of The Cobalt Group, Inc., today announced that it has been selected to consolidate current and future data extraction activities for Chrysler LLC.

According to IntegraLink General Manager Kevin Distelhorst, IntegraLink will use its Secure Managed Automotive Real-time Technology (SMART) and Global Automotive Integration Network (GAIN) solutions along with industry-leading data normalization services to rapidly transition Chrysler dealers to Internet-based polling processes.

"We are excited about expanding our 12-year relationship with Chrysler to satisfy all of their data extraction needs," said John Holt, Cobalt's Chairman and CEO. "IntegraLink's SMART, GAIN and data normalization services offer Chrysler the ability to meet all of the data extraction business goals they have set out to achieve."

Freda Bane, Chrysler's Director, Dealer Relations & Development, said that consolidating data extraction through IntegraLink will satisfy current and future Chrysler needs.

"Our goal is to increase data extraction efficiencies and substantially reduce cost. We also need a company that will grow with us as our needs change." Bane said. "IntegraLink provides the quality, technical leadership, and a proven track record to help us accomplish these goals."

About The Cobalt Group

The Cobalt Group is North America's leading provider of automotive marketing services. For over twelve years, Cobalt's exclusive mission has been to help automobile dealers and manufacturers increase their retailing effectiveness and profits. Cobalt provides marketing services to more than half the automotive dealerships in the United States, Canada and Mexico and is endorsed by more than two-thirds of the world's major automotive manufacturers. Cobalt is endorsed by the American International Automobile Dealers Association (AIADA).

About IntegraLink

IntegraLink, a division of Cobalt since 2000, is an industry leader in data collection services for the automotive industry. The company collects data from more than 15,000 auto and truck dealerships in the United States, Canada and Mexico. The company successfully extracts data from more than 40 different DMS platforms and is a trusted provider for the automotive retail industry, including four of the five largest OEMs serving North America.

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