



Social Media Strategy Drives Success for Swapalease.com

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(CINCINNATI, Ohio May 27, 2009): Swapalease.com, the world's largest auto lease marketplace, has more than doubled its goal with its latest social media strategy on Facebook.com.

The company recently launched a free car lease (or loan) payment promotional giveaway on the social networking site as part of the Swapalease.com 10th year Anniversary Celebration.

"We've received an incredible response from our fans on Facebook who are engaged and eager to share their success stories with other Swapalease.com fans," says Scot Hall, EVP of Operations at Swapalease.com.

Last week, one such fan, Jeff Greenhalgh wrote, "I found my dream 2008 Hummer at the monthly payments I could afford only on Swapalease.com! Swapalease.com benefits both buyers and sellers...I am hooked." Another fan, Carol Kassab of Detroit wrote, "I love my Mercedes C230 that I found through Swapalease. You guys rule!"

Other Swapalease.com fans are using the company page to post questions about leasing and the types of vehicles they are looking for. Fans respond with details about the vehicles they have listed in Swapalease.com's online marketplace.

Swapalease.com has exceeded their goal by 200% with well over a thousand fans and still growing. Due to the success of the current promotion, the company plans to make Facebook promotions and social media marketing an ongoing initiative in the future.

Lease transfers, also known as lease assumptions or [lease swaps](#), is when a consumer takes over the remaining payments for someone who wishes to [get out of their existing car lease early](#) for various reasons.

Swapalease.com pioneered the facilitation of lease transfers online ten years ago and contributes its growth the past ten years to superior customer service and a [great selection of vehicles](#) in every price range, which is unparalleled by any other company in the industry.

“Swapalease.com wants to give something back to its loyal clients and raise awareness for those who still might not know that lease transfers are an option,” says Hall. “We are looking forward to continuing to grow our fan base on Facebook and beyond.”

About Swapalease.com: Swapalease.com is the world’s largest automotive lease marketplace and the pioneer in facilitating lease transfers online. First conceptualized in 1997, Swapalease.com has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle. The company is headquartered in Cincinnati, Ohio. For more information, call 866-SWAPNOW or visit www.swapalease.com.

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