

# **AskPatty.com and Swapalease.com Partner to Expand Buying Options for Women**

*Swapalease can help you exit your vehicle lease early by marketing your car lease to lease buyers seeking a short term lease assumption or lease transfer.*

Cincinnati, OH ([PRWEB](#)) August 11, 2008 -- AskPatty.com and Swapalease.com are pleased to announce that they have established a collaborative marketing relationship. Representatives from each organization pointed to numerous reasons for doing so. Most notably, each company is based on the same premise of helping a particular segment of automotive consumers, women and lessees.

"AskPatty.com is committed to helping women research all the options when making a vehicle purchase or lease," stated Jody De Vere, President and CEO of AskPatty.com. "Introducing the idea of transferring leases will provide a tremendous amount of value to women who are not familiar with the concept. Swapalease's simple, non-complicated method is a valuable service for both buyer and seller."

Jennifer Streets, the marketing director for Swapalease.com remarked, "I am looking forward to working with another progressive online company. This alliance with AskPatty.com will allow Swapalease to reach out to and educate female automotive consumers who may be interested in leasing." She continued by saying, "AskPatty.com is an important and highly regarded resource for a large demographic of automotive consumers... women." Additionally, it was noted that Ms. Streets was recently named to the AskPatty.com Panel of Automotive Expert Women as a result of her automotive leasing credentials.

About AskPatty.com, Inc.:

The Ask Patty.com, Inc. website, blog and Second Life venue is a safe place for women to get advice on car purchases, maintenance and other automotive-related topics. Women can shop for vehicles at our network of certified female friendly dealerships across the U.S.

AskPatty.com is a member and 2008 corporate sponsor of the Women's Automotive Association International based in Detroit, MI, Chair of the United Spinal Motorsports program, Member of the California Skills USA board, on the Women's Board of the Car Care Council, a SEMA member and a member of the SEMA Business Women's Networking Group.

Go here to visit the AskPatty.com website: <http://www.askpatty.com>

Ask Patty Certified Dealer Program:

Properly armed with the right tools and training Ask Patty Female Friendly certified dealers can increase their share of the largest and fastest growing demographic of new vehicle buyers in the U.S. -- Women Consumers. The Ask Patty Certified Dealer program was designed specifically for car dealerships to attract, sell, retain and keep loyal women consumers.

Go hear to learn how to become an AskPatty.com Certified Female Friendly Dealer:

<http://hooktours.com/8003256/>

Corporate offices for AskPatty.com are located in Thousand Oaks, California. For additional information please call 888-745-1928.

About Swapalease.com

Swapalease.com is the world's largest automotive lease marketplace and the pioneer of facilitating lease transfers online as evidenced by the company's patented processes. Conceptualized in 1997 it has evolved into a leading automotive consumer online destination servicing all aspects of the automotive leasing lifecycle including education, research, pricing, acquisition and lease transfer. Swapalease.com has been featured in stories by CNN, MSNBC, Time and the Wall Street Journal as well as cited by leading search engine provider, Google.com as an online marketing case study.

Visit the Swapalease website here: <http://swapalease.com/>

The company is headquartered in Cincinnati, Ohio, and is privately held. For more information please call 866-SWAPNOW (866-792-7669).

Note to editors, Mr. Hall and Ms. DeVere are available for interviews.