

Auction123 and Swapalease.com Announce 2008 NADA Promotion

Cincinnati, Ohio January 15, 2008

Auction123 Inc. and Swapalease.com announce that they will join forces to offer a valuable promotional package to dealers at the 2008 NADA Convention. The promotion will offer dealers unprecedented savings on a powerful new combination of Auction123.com's inventory management and internet marketing tools, and Swapalease.com's unique Dealer Program.

This cooperative effort creates an exclusive value proposition for dealers by empowering them to effectively market leasing and monthly payment options to Internet shoppers, said Ray Basha, Auction123 CEO. Scot Hall, Swapalease.com's EVP of Operations, noted that the promotion will provide dealers with a compelling opportunity to consolidate and optimize all of their inventory management and Internet marketing needs through a single, cost effective resource.

Detailed information regarding the promotion will be made available at the start of the NADA convention at booth # 7900-S and will soon be posted on Auction123.com and Swapalease.com. Company officials are confident that this integrated product bundle will create a robust and comprehensive inventory management and marketing resource that will provide dealers with an unrivaled lease advertising opportunity, for both new and pre-owned vehicles, in a highly automated, user friendly environment.

About Auction123, Inc.

Founded in 2001, Auction123, Inc. is the leading provider of inventory management solutions targeted at the automotive industry. Auction123's complete on-site and self-service collection methods, along with their unparalleled web-based software, offer dealerships a completely integrated option for managing their online inventory and data distribution. Auction123 offers a seamless integration between the Dealer Management System (DMS), the dealer's website(s), eBay Motors, and all third-party marketplaces.

Auction123, Inc. is a privately held company and their corporate offices are located in Weston, Florida. For additional information please call 888-514-0123.

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.

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 is available for interviews.