

Swapalease.com Sweet 16

Cincinnati, Ohio March 17, 2008

March Madness is upon us and with the squeak of hi-tops on the hardwood in the background; Swapalease.com is introducing the Sweet 16.... "What would the most successful online consumer automotive lease transfer web site have to do with the Sweet 16?" Good question. After all, Swapalease.com has nothing to do with college basketball other than the fact they are headquartered in Cincinnati, Ohio a collegiate hoops epicenter.

The Swapalease.com Sweet 16 refers to the most commonly searched vehicles on the company's web site. The following search results were calculated using 2008 year to date data through the end of this leap year's extra day.

1. BMW 3 Series
2. BMW 5 Series
3. Toyota Camry
4. Mercedes-Benz E Class
5. BMW X5 Series
6. Porsche 911
7. BMW 7 Series
8. BMW 6 Series
9. Mercedes-Benz S Class
10. Land Rover Range Rover Sport
11. Chevrolet Corvette
12. BMW Z4 Series
13. Cadillac Escalade
14. Mercedes-Benz C Class
15. Mercedes-Benz CLK Class
16. Audi A4

Obviously German offerings fared well with Swapalease.com users as evidenced by BMW holding 5 of the top 10 spots and 6 spots on the list overall. It is interesting to note that the Americans had twice the showing of their Japanese counterparts, but in fairness the two popular Yankees made appearances significantly later. Also noteworthy, SUVs earned three spots in the Swapalease.com Sweet 16 as fuel prices continue to rise.

Management added that 7 of the makes and models included in the Swapalease.com Sweet 16 offer convertible variants and that they are starting to see an upward trend in convertible searches with warmer weather right around the corner.

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.