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PRESS RELEASE

Dealership Performance CRM Announces Data Integration with CDK Global LightspeedNXT and LightspeedEVO

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Portland, Oregon, Mar 10, 2015 (GLOBE NEWSWIRE via COMTEX) --

Dealership Performance CRM, a company of industry experts in CRM management for dealerships, now has data integration with LightspeedNXT and LightspeedEVO from CDK Global Recreation, the company behind the industry's leading dealer management solution. This data integration will increase efficiency for Dealership Performance CRM's customers and help to increase profits and customer satisfaction. Customers will have the ability to track all lead opportunities and utilize Lightspeed solutions to maximize those opportunities for sales.

"Our integration with Lightspeed brings a new added value to our dealer clients," says Tod Kilgore, owner of Dealership Performance CRM. "We now have one of the largest data footprints in the business. Our systems now have the ability to define parts, service, and sales customers with details coming directly out of the Lightspeed DMS."

About Dealership Performance CRM

Dealership Performance CRM is a customer relations management and lead management solutions company. It is trusted by some of the most notable truck, agriculture, and auto industries worldwide utilize Dealership Performance CRM services. With a system fully developed to attract customers and monitor their progression from lead to sales to service and follow up, the integration of CDK Global's data system only gives Dealership Performance CRM more power and prominence in the dealership industry.

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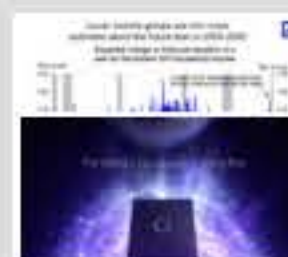
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