



Autobytel Partners with DriverSide to Bring Unrivaled Vehicle Ownership Tools to Consumers

Irvine, CA and San Francisco, CA - August 12, 2010 - Autobytel Inc. (Nasdaq:ABTL), a leader in providing consumers with a comprehensive and positive automotive research and purchasing experience, and DriverSide.com, the leading online vehicle ownership experience and full service customer acquisition and retention program for the auto industry, today announced that DriverSide will power the relaunch of Autobytel's MyGarage® within a personalized ownership section on autobytel.com. This is the first in a series of new innovative products and services addressing the entire vehicle purchasing and ownership lifecycle to be introduced by Autobytel.

"Autobytel is committed to extending its role as trusted advisor to consumers from their vehicle research and purchase process throughout their entire automotive ownership experience and beyond," said Autobytel President and CEO Jeff Coats. "I am especially pleased that we, along with DriverSide, can bring this unmatched offering to our current and new visitors who are holding onto their vehicles longer than ever, making timely scheduling of maintenance ever more critical. We believe that the addition of an ownership service will greatly benefit vehicle owners, and this is why we are pleased that DriverSide, which has world class tools and information for vehicle owners, will be powering Autobytel's MyGarage®."

Visitors to Autobytel's websites, including those who have had vehicle purchase requests submitted to dealers through Autobytel, will be able to register their vehicle at MyGarage® in order to access a personalized online "garage" or dashboard that tracks all the vital service events for their vehicle and offers help and advice in diagnosing and solving maintenance issues. Users will receive email alerts related to service, including special offers in their area, as well as warranty updates and notices should their vehicle be subject to a recall. They will have access to ratings and reviews of service facilities, diagnostic tools, free advice from certified mechanics and other services and features. Autobytel's MyGarage® powered by DriverSide is expected to relaunch on autobytel.com during the fourth quarter 2010.

"By offering this extended ownership service, Autobytel will enhance its advisory role to consumers and will have the ability to expand its commercial scope related to lead generation, advertising and direct marketing into additional automotive-related categories such as parts and service, insurance, manufacturer warranties and certified pre-owned vehicles," added Autobytel's Coats.

"Autobytel pioneered the consumer-friendly car-buying model on the web and we are pleased to partner with them to add our unique garage services to their sites," stated Jad Dunning, DriverSide CEO and Founder. "Customers appreciate the convenience and ease

of having their personalized vehicle information online and DriverSide's tools and alerts will keep consumers loyal to Autobytel long after they have made their vehicle purchase."

About Autobytel Inc. (www.autobytel.com)

Autobytel Inc. (NASDAQ:ABTL) is a leader in providing consumers with a comprehensive and positive automotive research and purchasing experience, and car dealers and manufacturers with online consumer leads and marketing resources. Autobytel pioneered the automotive Internet when it launched autobytel.com in 1995. Today, the company is continuing to offer innovative products and services to help consumers research, buy and maintain their vehicles and auto dealers and manufacturers sell more new and used cars. Autobytel has helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online. Through its flagship website Autobytel.com®, its network of automotive sites including Autoweb.com®, AutoSite.com®, Car.com(sm), CarSmart.com®, CarTV.com®, and MyRide.com®, and its respected online partners, Autobytel continues its dedication to innovating the industry's highest quality Internet programs to provide consumers with a comprehensive and positive automotive research and purchasing experience, and auto dealers, dealer groups and auto manufacturers with one of the industry's most productive and cost-effective customer referral and marketing programs.

About DriverSide (www.driverside.com)

Recognized by CNET as the best site to use to maintain a vehicle, Driverside.com is the first website specifically designed for automobile owners. DriverSide allows consumers to save money on servicing and maintenance costs, diagnose car problems as well as buy and sell automobiles. DriverSide's in-house editorial staff offers useful advice on how to own and operate a vehicle and new and used auto reviews. The site's community features allow consumers to participate in forums, meet other owners of a particular vehicle, share knowledge, and post reviews on mechanics and dealers. The company also works with businesses across the auto industry to provide comprehensive programs designed to attract and retain customers and increase profits. The award-winning website has been featured in the New York Times, USA Today, and the Wall Street Journal and on Good Morning America.

DriverSide was founded in fall, 2007 by Internet entrepreneurs Trevor Traina, Adam Jackson, and Jad Dunning. The company is funded by Catamount Ventures and Allegis Capital. For more information, go to www.driverside.com.

Autobytel Contact: Jim Helberg, Media Relations, 949.862.1394, jimh@autobytel.com

Crystal Hartwell, Investor and Media Relations, 949.437.4755, crystalh@autobytel.com

DriverSide Contact: Stephanie Gnibus, GMK Communications 408.776.9727, Stephanie@gmkcommunications.com