

## **Dealer.com Recognized on Inc. 5000 as One of 2010's Fastest-Growing Advertising and Marketing Companies**

**August 25, 2010** – BURLINGTON, VT – Earlier this week, Inc. magazine recognized Dealer.com ([www.dealer.com](http://www.dealer.com)), ranking it 106<sup>th</sup> among the fastest-growing private advertising and marketing companies in the United States. Dealer.com, the global leader in online marketing solutions for the automotive industry, experienced three-year sales growth of 286% between 2006 and 2009. Overall, Dealer.com was ranked number 1,056 on the fourth annual Inc. 5000, an exclusive ranking of the nation's fastest-growing private companies. The Inc. 5000 list represents the most comprehensive look at the most important segment of the economy – America's independent-minded entrepreneurs.

“The leaders of the companies on this year's Inc. 5000 have figured out how to grow their businesses during the longest recession since the Great Depression,” said Inc. president Bob LaPointe. “The 2010 Inc. 5000 showcases a particularly hardy group of entrepreneurs.”

Mark Bonfigli, Founder and CEO of Dealer.com, said, “We are very pleased to be included in the Inc. 5000 ranking for the fourth consecutive year. Not only did our revenues nearly quadruple between 2006 and 2009, but they increased 91% in 2009, one of the most challenging years ever for the U.S. automotive industry. Most importantly, this impressive track record is primarily attributable to our talented employees and their exceptional commitment to our clients' satisfaction and overall success – which gives us a very solid foundation to drive future growth.”

### **Methodology**

The 2010 Inc. 500|5000 list is ranked according to percentage revenue growth when comparing 2006 to 2009. To qualify, companies must have been founded and generating revenue by June 30, 2006. Additionally, they had to be U.S.-based, privately held, for profit, and independent — not subsidiaries or divisions of other companies — as of December 31, 2009. Revenue in 2006 must have been at least \$80,000, and revenue in 2009 must have been at least \$2 million. The top 10 percent of companies on the list comprise the Inc. 500, now in its 29th year.

### **About Inc. Magazine**

Founded in 1979 and acquired in 2005 by Mansueto Ventures LLC, *Inc.* ([www.inc.com](http://www.inc.com)) is the only major business magazine dedicated exclusively to owners and managers of growing private companies that delivers real solutions

for today's innovative company builders. With a total paid circulation of 712,647, *Inc.* provides hands-on tools and market-tested strategies for managing people, finances, sales, marketing, and technology. Visit us online at [www.inc.com](http://www.inc.com).

**About Dealer.com ([www.dealer.com](http://www.dealer.com))**

Dealer.com is the global leader in online marketing solutions for the automotive industry, providing award winning e-marketing solutions to OEMs, auto dealers and media companies. The company's innovative websites and integrated online tools significantly lower the cost of customer acquisition, enhancing dealers' efficiency and profitability. More dealerships use the Dealer.com platform than any other platform in the world.

Recent national and international accolades include: The Ernst & Young Entrepreneur of the Year, top ranking in The Net Promoter® Score Survey of customer satisfaction, Deloitte's Technology Fast 500 and the Web Marketing Association's Automobile Standard of Excellence. In addition, Dealer.com was the 2009 Top Rated Website Provider on DrivingSales.com, and won the 2010 Dealers' Choice Diamond Award for Best Website Solution and the 2009 Most Comprehensive Search Marketing Platform Award from the Automotive Search Marketing Association. For more information visit:  
<http://www.dealer.com/promo/look-inside.htm>

---

Marissa Carberry | Associate

**RF | BINDER**

950 Third Avenue, New York, New York 10022

t: 212-994-7588 | f: 212-994-7598

email: [marissa.carberry@rfbinder.com](mailto:marissa.carberry@rfbinder.com)

web: [www.rfbinder.com](http://www.rfbinder.com)

twitter: [www.twitter.com/rfbinder](http://www.twitter.com/rfbinder)

The Holmes Report: 2009 Creative Agency of the Year

For additional information contact:

Tom Pratt

RF|Binder Partners

(212) 994-7563

[tom.pratt@rfbinder.com](mailto:tom.pratt@rfbinder.com)