



## **Infomedia and Toyota USA Sign Superservice Menus Agreement for Three Years**

SYDNEY (July 15, 2010) – Infomedia Ltd (“Infomedia” or “the Company”) leading after-sales information system provider, announced today an agreement, on a non-exclusive basis, with Toyota Motor Sales USA (“TMS”) to market its service quoting and selling system, Superservice Menus™ to the TMS dealership network.

Under the terms of the three-year agreement, Infomedia will be able to competitively offer the online version of Superservice Menus to Toyota dealerships in the USA.

Superservice Menus provides dealership service departments with instant access to accurate service, maintenance and repair menus to prepare customer quotes, repair orders and invoices. By improving the efficiency and transparency of presenting authorized service information, Superservice Menus helps increase dealership productivity, profitability and customer retention.

Dan Stedem, Vice President of IFM North America said: “We’ve worked closely with Toyota in the United States for many years, supplying the Microcat® parts selling system and more recently, Auto PartsBridge®. The addition of Superservice Menus to the suite of products offered to TMS dealers is testament to the efforts of our team in growing this vital partnership.”

Superservice Menus is currently used by 18 automakers in more than 25 countries around the world.

“We are grateful to TMS for putting their trust in Infomedia and Superservice Menus,” said Gary Martin, Chief Executive Officer, Infomedia. “We value the partnership we have with TMS and our dedicated staff at Infomedia look forward to delivering a truly world class service information solution to Toyota dealers as part of this agreement.”

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For further information, images, or an interview, please contact:

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### **About Infomedia**

Infomedia Ltd is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Subscribed to by over 56,000 users from franchised auto dealers and auto trade repairers, the Company’s solutions are used every day in more than 160 countries and are provided in 29 languages. Infomedia’s parts selling systems allow dealers to quickly and precisely identify replacement parts manufactured by the world’s leading automotive companies. The Company also produces other complementary parts and service-related data solutions such as Superservice Menus™, the system that enables service departments to produce accurate service quotations quickly for its customers. Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). For more information visit [www.infomedia.com.au](http://www.infomedia.com.au).

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