



MYDEALERREPORT.COM Heads for Freedom

AUTO DEALERS CAN NOW MANAGE THEIR ONLINE REPUTATION FOR FREE

ATLANTA, August 9 -- www.MyDealerReport.com, the premier online auto dealer rating and review website, has today granted full free access to automotive dealer seeking to manage their online reputation. The website has an abundance of free features, which includes an automatic monitoring, alert and reporting feature that can be set up in less than 10 minutes, allows dealers to generate customized reports to compare their performance against that of other dealers, as well as receive alert notices via email on their rating performance.

Among other things, dealers have the ability to upload photos such as showroom, group and individual staff photos, videos, and post public responses to user comments. However, one of the most important features is the Dispute Resolution System (DRS), which allows consumers to communicate a complaint or issue with a rated dealership via email.

"We felt that our past strategy was hindering the growth of the dealer rating and review space," said John H. Isaac, CEO of MyDealerReport.com. "Dealers desire to be involved in reputation management, but they don't want to be extorted. By removing the cost barrier we have allowed dealers to gain more control over their online reputation management. We are simply following the examples set by social sites like Facebook and Twitter," he added.

Scott McGrath of McGrath Nissan is very grateful for his free account with MyDealerReport.com. "Managing my company's online reputation has become as important as how we spend our advertising dollars each month. Let's face facts, in the old days if one customer liked the experience they had at your dealership they would tell one person, but if they hated that experience they would tell ten. With the Internet, that same disgruntled customer can tell millions...so you need to manage your company's good reputation proactively. Thanks for the access."

About Clear Intelligence Media Inc.

Clear Intelligence Media Inc. is an automotive market intelligence company which operates www.MyDealerReport.com, an online auto community designed to better consumer-dealer interaction. MyDealerReport.com allows consumers to benefit from advance intelligence and interactive tools that protect them from disreputable dealers, save time and provide a safer, more enjoyable purchasing experience. Founded in 2004,

privately-held Clear Intelligence Media Inc. is based in Atlanta, Georgia. For more information visit <http://www.MyDealerReport.com> or call (404) 939-7180.

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