

**FOR IMMEDIATE RELEASE**

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**Scott Alan**

**Mission Viejo, CA, February 1, 2010** - MyCustomerData.com, the industry's leading provider of automotive savings and gift cards has appointed Scott Alan as their Western Regional Vice President. Alan will oversee dealer acquisition and account management in 15 states.

Alan spent 4 years in various dealership roles before becoming the Western Regional Manager at Who's Calling in 2000. Alan was quickly promoted to Executive Director of National Accounts where he finished out the remainder of his 5 year term and helped establish Who's Calling as an industry leading company with over 5000 dealership clients.

Most recently he spent 4 years as Executive Director of National Accounts for OneCommand. He was responsible for developing relationships with the top dealer groups and OEM's around the country.

**About MyCustomerData.com:**

MyCustomerData.com's Flagship product "The Savings Card Program" has seen explosive growth in the past year with over 325 dealerships experiencing phenomenal return on investment by mostly targeting inactive customers, lost customers and new prospects.

For more information visit: [www.mycustomerdata.com](http://www.mycustomerdata.com)