



ANNOUNCING A NEW PARTNERSHIP:

(October 20, 2008 Seattle WA) Offers Network, Inc. (ONI) of Duvall, WA is pleased to announce that the Wisconsin Automobile Dealers Association has launched Wisconsin.iCarsandTrucks.com as part of the network of connected State Automobile Dealer Association sites located at iCarsandTrucks.com which now include Wisconsin, Michigan, Iowa, Florida, Nebraska, Georgia and Texas.

“As an association that represents over 800 dealers in the state of Wisconsin, we felt it was time to bring this type of service to our members”, said Gary Williams, President of the Wisconsin Automobile and Truck Dealers. “This site addresses the sea change in the way the bulk of consumers shop for cars by using the Internet instead of traditional media. Wisconsin.iCarsandTrucks.com offers a direct approach much like your weekend farmers market where the dealer can present their inventories directly to the consumer.”

The dealer associations in partnership with Offers network, Inc., are bringing a new service to the marketplace which will help both the shopping public and the dealers. It is truly remarkable.

The iCarsandTrucks.com network of state-wide auto shopping websites are an effective way for State Automobile Dealer Association members to compete against third party sites such as AutoTrader, Cars.com and local newspapers by creating their own marketplace where consumers can find one of the broadest selections of vehicles in their local market. Key to the program is iCarsandTrucks.com’s advanced technology, which allows its car and truck listings to be found easily by providing Search Engine Optimization (SEO) of individual vehicles from participating dealers.



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Search engines like Google have become increasingly important to the auto industry as more and more consumers search for cars and trucks via the Internet. Many dealers make SEO investments to make sure their dealership web sites show up in an Internet search. The advanced SEO service, from ONI, helps consumers using search engines find individual vehicles from participating dealers at the lowest possible cost to those dealers in a marketplace setting.

Market Research about how consumers shop for used cars and trucks shows that in most cases, the consumer starts by beginning at a search engine and from there they find third-party sites. This research also shows that once the consumer decides to purchase a specific type of vehicle, they return to enter that information into up to eight auto shopping sites or search engines looking for the best deal. Because, for a variety of reasons, the dealer's individual inventory may not be presented on those types of specific queries, the consumer ends up finding third-party sites like AutoTrader and Cars.com before the dealer's listings. Once on a media site they then discover dealer listings.

The iCarsandTrucks program offers to change that searching process in favor of the participating dealer!

"With this program, the member-dealers gain higher organic search engine rankings of their individual vehicle inventory, while preserving the work they have done to develop an Internet presence for their own BRAND and dealership," says Torrey Russell President of the Offers Network, Inc. "All this is accomplished while utilizing the lowest cost program on the market!"

About:

Offers Network, Inc was started in 2002 by a group of Seattle based software executives to develop local search solutions through their network of hosted Auto Shopping sites in partnership with State Automobile Dealer Associations and their members. For more information, please contact info@icarsandtrucks.com or visit our web site at <http://iCarsandTrucks.com>



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