



PRESS RELEASE

For Immediate Release

SPIFFIT ANNOUNCES CERTIFIED INTEGRATION WITH DEALERTRACK

SPIFFIT INTEGRATES SALES PERFORMANCE INCENTIVE SAAS APPLICATION WITH DEALERTRACK'S DMS

Denver, CO., December 17, 2014. – Spiffit, a leading SaaS provider of automotive retail sales incentive management dashboards, today announced that Dealertrack Technologies has certified the integration of Spiffit's application with Dealertrack's Dealer Management System (DMS).

The new incentive interface, approved via Dealertrack's Opentrack Certification Program, will give Dealertrack's users the ability to efficiently manage and operate Spiffs directly from their Dealertrack DMS. Dealertrack's Opentrack Certification Program gives dealers the flexibility, efficiency and freedom to choose the third-party applications that best fit their business needs.

"This integration gives Dealertrack DMS users the opportunity to easily implement and manage Spiff programs," stated Sean Ugrin, chief executive officer and founder, Spiffit. "Forward thinking and innovative Dealertrack dealership customers using Spiffit's sales performance application dashboards can expect see increased sales and improved management of incentive programs. Dealertrack's commitment to their dealer customer mirrors Spiffit's dedication to delivering the ultimate interactive experience for dealers."

"Dealertrack's DMS Opentrack Certification Program allows dealers to securely integrate their Dealertrack DMS with certified third-party providers and software, like Spiffit, used within a dealership," said Sharon Kitzman, vice president and general manager, DMS, Dealertrack. "In addition to Spiffit, there are more than 70 certified Opentrack partners."

About Spiffit

Spiffit is a leading provider of SaaS motorspace sales incentive applications that drive revenue. Spiffit's powerful solution has been proven to increase performance by promoting and rewarding team behavior for dealers, dealership groups, suppliers and providers. Spiffit, located in Denver, CO., has been growing steadily as automotive dealers see the improved results achieved by implementing Spiffit to launch, manage and measure multiple Spiff programs.

About Dealertrack Technologies (www.dealertrack.com)

Dealertrack Technologies (Nasdaq: TRAK), headquartered in Lake Success, New York, delivers integrated web-based tools, services and technologies that drive efficiencies and profitability for automotive retailers, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. Currently, Dealertrack hosts more than 60 million unique visitors per month on 20,000 dealer websites, and operates the industry's largest online credit transaction network, connecting more than 20,000 dealers with more than 1,500 lenders. Dealertrack's market-leading suite of integrated solutions include [Dealer Management Systems \(DMS\)](#), [Inventory, Sales and F&I](#), [Digital Marketing](#), [Registration and Titling](#), [CRM](#), [Fixed Operations](#) and [Independent Dealer](#) product families.

###

Media Contact

Ronald G Barracks
Spiffit Marketing Director
641.529.2559 (mobile)
Ron.Barracks@spiffit.com