



New Babe on the Block

Compared to the hundreds of companies in the performance aftermarket industry who've been around for decades, at four plus years, Digital Performance Inc. may seem like a mere babe – much less a new kid on the block. But don't underestimate their fresh faces. In the age of the Internet, electronic business and online marketing, Digital Performance has been around the block a time or two.

From their first year in business in 2001, Digital Performance immediately saw holes in the industry that needed to be filled and chasms that needed to be bridged. They first started by filling the holes of communication and information that seem segregated for the performance aftermarket industry. They released a series of Search Engines for the Aftermarket targeting four of the major specializations of the industry: street performance, racing and high performance, off-road and motorcycle; all acting as a centralized portal for the business owners and automotive enthusiasts to go find and make connections with each other...

They created StreetPerformance.com, RaceIndustry.com, DirtDirectory.com and 2WheelPerformance.com.

The next endeavor was to bridge the intimidating chasm between manufacturers and their distributors and the need for dissemination of parts data quickly, consistently, accurately and electronically. Thanks in large part to the efforts of the Automotive Aftermarket Industry Association (AAIA), vehicle information (ACES) and product information (PIES) standards had been established and is beginning to be widely accepted by major distributors of the industry.

Digital Performance leveraged their industry experience, web technology and tools and launched MIGI[®], performance parts cataloging and e-commerce software. Keeping the industry and the potential users of the software in mind, Digital Performance was careful to make the software easy for the manufacturer product or sales teams to use. Their philosophy is that the manufacturer knows their parts best and would have the expertise to ensure thoroughness and accuracy of the parts data.

MIGI[®] is as simple as point and click, and it allows you to consolidate application guides, parts data, price lists, and pictures to share this freely with your distributors.

MIGI[®] mapped parts data complies to AAIA's standards and the export format is accepted by companies such as **AutoZone, Reliable, Summit, Keystone, Advanced Auto, NAPA, Motor State, Activant, VSI** and many others. The data can be released as often as you want – whether you update your products annually, quarterly or daily! Product time-to-market is no longer a matter of months – it's now a matter of days.

Available MIGI[®] modules include:

- **MICatalog:** The fastest performance parts mapping software available. Maps to Year-Make-Model and Engine and product information standards.
- **MIStore:** For retail or business-to-business online selling, complete with order history, stock availability indicators and multiple parts searching methods. All customizable by the user – not a programmer.
- **MIDealer:** A utility to help enable "find where to buy" functionality on either manufacturer and/or distributor websites.
- **MIeBay:** The ONLY eBay Motors parts loader software available specifically for the automotive aftermarket, complete with category mapping, pictures, descriptions and pricing.
- **MIWheels:** Year-Make-Model and Fitment mapping technology for wheels manufacturers.



Digital Performance Inc. – New Babe on the Block (cont.)

But they did not stop there.

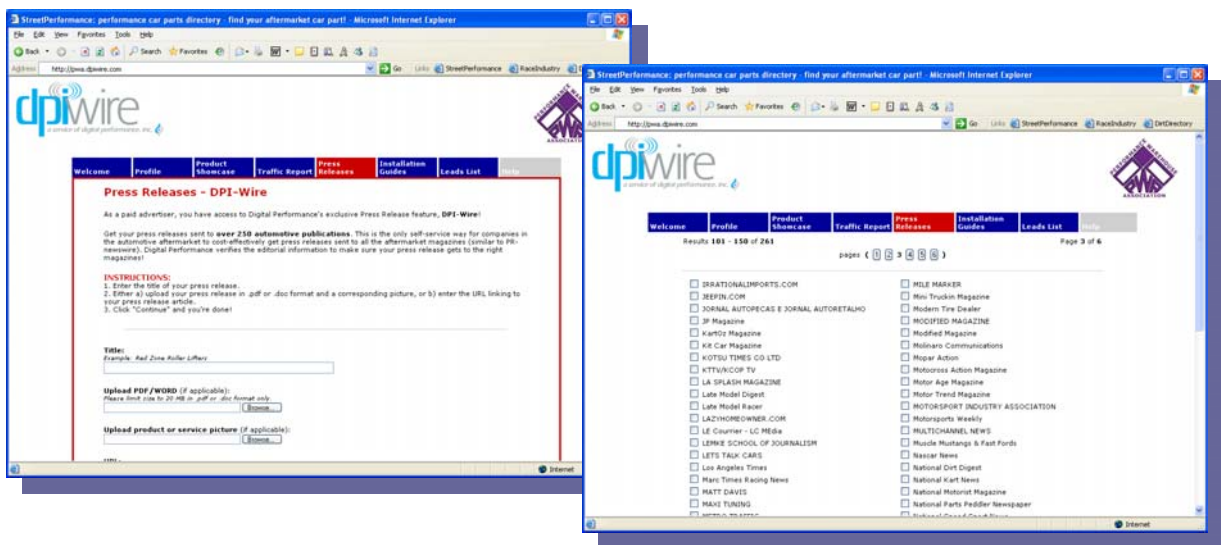
To further fill the gaps and encourage the promotion of the performance aftermarket industry to mainstream consciousness, Digital Performance undertook the daunting task of cataloging the more than 250 automotive and enthusiast publications in this industry and created a utility that enables you to send out press releases to these publications as often as you would like, at your convenience.

The utility is called **DPIWire, a press release distribution service**, which is available on an annual subscription basis of \$1,500.

The contacts and preferred release formats have been verified with the publications; and the list of publications on DPIWire is reviewed and updated annually.

Digital Performance, however, as a Performance Warehouse Association (PWA) member, has worked closely with PWA to enable the availability of this service at a greatly reduced subscription fee of \$750.

The new website for PWA Members Only, available January 2006, will **pwa.dpiwire.com** and it will be co-branded by PWA and Digital Performance, and will make it possible for PWA companies to send out press releases to over 250 publications in the automotive aftermarket with a few clicks of a button.



"We use the press release feature as a regular part of our marketing program and we are extremely pleased to see articles getting to publications we normally would not think about."
– Bob Scheid, Fianza

How It Works:

Step 1: PWA members would sign up on pwa.dpiwire.com and will be emailed their username and password.

Step 2: Once logged in, PWA members can upload a .pdf, .doc or .txt document; there's also an option to add a web link (URL address) of where the press release is on their website.

Step 3: Upload graphics or picture that goes along with the press release.

Digital Performance Inc. – New Babe on the Block (cont.)

Step 4: PWA members select publications (checkboxes) they would like to send their press release to.

Step 5: Final review of the press release and publications list; if all is in order, just press SEND and the press release will be sent out to all publications selected.

It's that easy.

Yes indeed, in this age of the Internet where websites and email addresses are as essential to the survival of a company as a phone and fax number, this "babe" Digital Performance, knows a thing or two that we could learn more about.

