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**OPENLANE AND BOOST MEDIA SOLUTIONS MAKE WHOLESALE
VEHICLE LISTING AND SELLING EASIER FOR
CANADIAN AUTO DEALERS**

*Two Separate Programs Offer Dealers Incentives to Use Boost's New
Wholesale Syndication Solution (WSS) to List Vehicles on OPENLANE.ca*

TORONTO, Canada, January 4, 2011 - [OPENLANE, Inc.](#), a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced a partnership with [Boost Media Solutions](#), a leading Canadian syndicator of used vehicle inventory, to offer dealers throughout Canada a new option for listing aged inventory online for a faster, more efficient time to sale.

Boost provides dealers the tools and information to optimize their used vehicle business online, including inventory tracking, vehicle syndication, customized reporting and detailed photographs of each vehicle listing. The integration with OPENLANE will allow Boost users throughout Canada to easily list their wholesale vehicles on OPENLANE.ca, marketing them to a nationwide audience of franchise and independent dealers, 24-hours a day, seven days a week.

"Boost is the first in Canada to partner with OPENLANE to provide dealers with a more efficient way to sell their vehicles simultaneously from the lot and online," said Greg Connor, Executive Chairman, Boost Media Solutions. "This partnership is a win-win for dealers because they gain both local retail and nationwide wholesale exposure for their vehicles, increasing the chance of faster sales and lowering both depreciation and transport costs to and from physical auctions."

Dealers who list through Boost and OPENLANE will now be able to market wholesale vehicles directly to other dealers from the convenience of one integrated platform. Listing the vehicles online provides maximum exposure because dealers can retail the vehicles at their dealership while starting the wholesaling of vehicles simultaneously, saving money and time to sale. Vehicles can be listed online at OPENLANE's Open Auction in a single click, and all online inventory can be managed from a central location. In addition, OPENLANE provides a complete set of value-added services to dealers that make the end-to-end buying and selling process easier and more seamless including payment processing, ownership transfers, arbitration and transportation.

For dealers who are new to OPENLANE, Boost staff will assist them in listing vehicles to OPENLANE.ca and posting pricing and vehicle information to the system. Dealers will be able to transfer inventory from Boost's WSS to OPENLANE in a single click, using a single sign-on, making the process as seamless for dealers as possible.

"Dealers who are selling through OPENLANE today are saving time and money versus the traditional auction process," said Chris Harvey, Director of Canadian Dealer Sales, OPENLANE. "Partnerships like our integration with Boost provide dealers throughout Canada with new avenues for selling their wholesale inventory in a timely manner, capitalizing on exposing vehicles in a wholesale and retail environment simultaneously."

Special Promotional Incentives

OPENLANE and Boost are currently offering two special incentives to dealers who use the service. For dealers who use the service, Boost will waive the regular \$29/month or \$250/year wholesale function fees for listing on OPENLANE. Also, the current gift card incentive has now been extended to the end of January. Dealers who use Boost's WSS to list inventory on OPENLANE.ca will receive a \$100 VISA gift card for the first vehicle they successfully sell or a \$200 VISA gift card if they sell 2 vehicles until January 31st, 2011.

About Boost Media Solutions

Boost's mission is to be the recognized expert in helping automotive dealers merchandize their used vehicle inventory. The underlying core values that drive the behaviours of our organization toward this mission include: building our client's brands not our own; commitment to operational excellence; solving problems by listening to our customers; fiscal and financial responsibility; unquestioned ethics; and a spirit of entrepreneurship and fun. Boost is based in Toronto. For more information, please visit: www.boostmotorgroup.com or call 1 (877) BOOST-41.

About OPENLANE

[OPENLANE, Inc.](http://www.openlane.ca) is a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles. The company offers end-to-end auto remarketing solutions to auto manufacturers, captive finance companies, lease and daily rental companies, financial institutions and wholesale auto auctions throughout the United States and Canada. OPENLANE powers online remarketing programs for American Honda Finance, Audi Financial Services, Avis Budget Group, BMW Financial Services Canada, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Southeast Toyota Finance, US Bank, Volkswagen Credit, among others. For more information, please visit www.openlane.ca or call +1 (866) 966-5263.

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