

SiSTeR Technologies to Partner with Carfax

Dallas, Texas

SiSTeR Technologies, the world's only provider of fully automated video rendering systems, today announced that Carfax has been added to its network of Video Car Lot content providers and publishing partners.

Video Car Lot (VCL) provides a video clip for every vehicle in the dealers' inventory in a fully automated mode using existing data, photos and textual information. The Video Walk-Arounds are posted in a specially designed Video Inventory Page (VIP) and run by a 3DF player. In addition to website use, the 3DF player is used in outbound email communications, CRM applications and search engine marketing.

The 3DF player is also the core of The Publisher platform that allows advertisers to embed messages inside any video clips in a fully dynamic and targeted mode. These messages are presented within the player's area in pre-roll, after-roll and even as interactive banners and PIP's.

SiSTeR and Carfax jointly conducted a test where 50% of potential car buyers were presented with links to SiSTeR's Video-Walk-Arounds played by the 3DF player with Carfax Video Inserts and the other 50% were presented with the same exact inventory but without the videos. Forty eight percent (48%) more car buyers viewed the free Carfax Report from the listings with videos, further connecting dealers with in-market shoppers.

"Such a significant jump is in line with our experience and expectations," said Mr. Alpert. "In fact, we guarantee our customers at least a 20% increase in conversion and encourage them to analyze objective data from multiple sources."

Carfax is the first partner to test and now launch Carfax Video Inserts (banners and TTS inserts) within SiSTeR Video Walk-a-Rounds. This is the first time that a consumer can watch an automatically created high impact video of a vehicle describing its installed features and also hear about information found in the Carfax Vehicle History Report the dealer's already purchased. "Instant access to vehicle history information from Carfax builds consumer confidence," said Larry Gamache, communications director at Carfax. "Dealers sell cars that come with free Carfax Vehicle History Reports faster and, just as importantly, see as much as a \$500 lift on every Carfax 1-Owner car. SiSTeR Technologies' enhancement to online vehicle listings is sure to have a positive impact on the dealers' bottom line."

About SiSTeR Technologies www.sister.tv

SiSTeR Technologies, Inc. is a provider of applications and hosted services for the automated rendering and publication of video clips. SiSTeR-prize, the company's flagship product, creates video clips for every web page and product listing using nothing but the existing pictures and textual information. SiSTeR is a strong, profitable, privately held company founded in 2003 with its headquarters in Dallas, TX.

About Carfax www.carfax.com

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that helps used car buyers and sellers make better decisions. Free Carfax Vehicle History Reports are instantly available with vehicles listed in nearly every online marketplace by Carfax-subscribing dealers. For more information, ask your dealer or visit www.carfax.com.

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