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PR Newswire - Press Release

Sonic Automotive Selects SiSTeR Technology to Provide Video Car Lot Services

04.07.08, 2:29 PM ET

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DALLAS, April 7, 2008 /PRNewswire-FirstCall/ -- SiSTeR Technologies today announced that Sonic Automotive, Inc. (NYSE: SAH), awarded them a contract to provide all of its 170 dealerships with online videos for vehicle inventory websites. SiSTeR Technologies is the world's only provider of fully automated video rendering systems.

As part of the agreement, SiSTeR Technologies will provide Sonic with wall-to-wall services of video rendering, distribution and publication -- collectively known as Video Car Lot (VCL).

VCL creates a fully automated video clip (Video Walk-Around) for every vehicle in dealership inventory. Existing data, photos and text are used to create the Video Walk-Arounds, which are embedded in the index and details listing. "Thanks to our fully automated video rendering systems we managed to provide over 15,000 new video clips in less than one week during the transition," said Israel Alpert, President & CEO of SiSTeR Technologies.

"We closely monitored leads and calls to dedicated 800 numbers on a week-by-week basis and saw a significant improvement in lead submissions said Rachel Richards, Vice President of Retail

Strategy and Process Management, Sonic Automotive. "Objective data from the test was a key factor in our decision to select SiSTeR Technologies."

In addition to website use, the Video Walk-Arounds are used in outbound dealership email, distributed to cars.com and posted on YouTube in fully automated mode.

About Sonic Automotive, Inc.

Sonic Automotive, Inc., a Fortune 300 Company, is one of the largest automotive retailers in the United States operating 173 franchises and 40 collision repair centers. Sonic can be reached on the Web at <http://www.sonicautomotive.com>.

About SiSTeR Technologies

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. <http://www.videocarlot.tv>

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