



**27 Stocks that Doubled!** How many of your stocks doubled this year? Since David & Tom Gardner launched Motley Fool Stock Advisor in April 2002, a full 27 of their picks have doubled in value or more. In a free report, The Motley Fool co-founders each reveal their No. 1 stock idea for 2008. Another double? Find out now. [Click here for "The Motley Fool's 2 Top Picks!"](#)

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# Sonic Automotive Selects SiSTeR Technology to Provide Video Car Lot Services

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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>

SOURCE SiSTeR Technologies, Inc.

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/Web site: <http://www.videocarlot.tv>  
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9:52 AM

Me: |

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Markets	Top 10 Movers
DJIA	12583.93 ▼ -28.50
Nasdaq	2357.53 ▼ -7.30
S&P 500	1369.27 ▼ -3.27
Rus 2000	712.66 ▼ -0.02
10 Yr Bd	3.51 ▼ -0.02
DJTA	4969.78 ▼ -18.29
Wil 5000	13824.12 ▼ -21.24
S&P 400	818.52 ▲ 1.14
Nas 100	1856.29 ▼ -4.54

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## 27 Stocks that Doubled!

Motley Fool co-founder Tom Gardner's top pick is up 462%... David Gardner's top performer is up 643%.

Since they launched *Motley Fool Stock Advisor* in April 2002, a full 27 of their recommendations have doubled in value or more.

In a free report, The Motley Fool co-founders each reveal their No. 1 stock idea for 2008.

Another double? Find out now.

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\*Returns as of 1/15/2008

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