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ADP Lightspeed Announces “Find Hidden Cash” Articles

Utilizing a unique set of data points, these pieces will feature ways to improve operation efficiencies and cash flow

SALT LAKE CITY, UT May 6, 2009 - - ADP Lightspeed, the leading provider of computerized Dealer Management Solutions and industry data for adventure sports dealerships, today announced its new initiative to help all marine dealers increase liquidity by identifying and recovering cash from frozen dealership assets. Using data collected from the company’s network of thousands of dealers, the company will publish four department-specific articles that focus on common cash management mistakes made at the department level.

“If our dealer customers are not successful, we will not be successful,” stated Lurn Rice, General Manager of ADP Lightspeed. “We are facing serious economic news that affects us all. Through our visibility in the market we have access to information that we feel can help dealers find hidden cash in their parts department, sales processes, service operations and more. Right now dealers need every dollar of their business to be working for them, these articles are one way we want to help.”

The articles are written by senior industry expert Hal Ethington and will be available to the entire industry through their website adplightspeed.com/findhiddencash. Each month from July 2009 to October 2009 ADP Lightspeed will post a new article which will review specific information on how to maximize profit in a dealership’s Parts, Service, Sales and Customer Relationship Management (CRM) operations.

“We’re not saying we can solve the economic woes of our industry,” said Hal Ethington, “but we do have important and unique information that could help our dealers secure some extra cash flow during these difficult times. If dealers look to the numbers and facts we will provide it will help their dealerships run at peak performance at a difficult time for the entire industry.”

ADP Lightspeed

ADP Lightspeed, based in Salt Lake City Utah, is a part of ADP Dealer Services, which provides integrated computing solutions to over 25,000 auto, truck, motorcycle, Powersports, and recreational vehicle dealers throughout the United States, Canada and Europe. ADP, with approximately \$8 billion in revenues and 550,000 clients, is one of the largest providers of a broad range of premier mission-critical,

cost effective transaction processing and information-based business solutions in selected markets on a global basis. For more information www.adplightspeed.com

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