

February 3, 2015

Auto Title Express Reopens Lafayette Office at New Location

Ribbon Cutting Ceremony to Commemorate the Opening to be Held on February 10th

METAIRIE, La.--(BUSINESS WIRE)-- Auto Title Express, a registered trade name of Dealertrack Registration and Titling Services - Louisiana, LLC, today announced the grand opening of its new Lafayette location on Tuesday, February 10, 2015.

The grand opening of the new location at 141 Arnould Blvd, in Lafayette, will take place with a ribbon cutting ceremony with the local Chamber of Commerce on February 10th, at 11:30 a.m. CT.

With this new location, Auto Title Express has doubled the space of its previous Lafayette location to be better serve its customers and accommodate the processing of driver's license renewals, a new service offered at all Auto Title Express locations.

"The expansion of services at our Auto Title Express locations will give Louisiana drivers a fast and efficient alternative to the DMV," said Amy Casey, senior manager of Louisiana Operations, Dealertrack. "As the first public tag agent licensed to provide driver's license and motor vehicle title and registration services in the state, Auto Title Express has been serving the Lafayette area for more than 18 years."

Auto Title Express locations have been providing notary and vehicle registration services to Louisiana drivers for more than 50 years. With locations in Alexandria, Baton Rouge, Houma, Lafayette, Monroe, Metairie and Shreveport, Auto Title Express is licensed and authorized by the State of Louisiana to provide driver's license express services, including renewals, duplicates, and address correction/changes, handicap placards/hang tags, and no insurance reinstatement.

The new Lafayette office at 141 Arnould Blvd., is located in the On The Boulevard Shopping center with Brother's, Caroline & Co. and Jason's Deli.

About Dealertrack Technologies (www.dealertrack.com)

Dealertrack Technologies (Nasdaq:TRAK), headquartered in Lake Success, New York, delivers integrated web-based tools, services and technologies that drive efficiencies and profitability for automotive retailers, including dealers, lenders, OEMs, third-party retailers, agents and aftermarket providers. Currently, Dealertrack hosts more than 60 million unique visitors per month on 20,000 dealer websites, and operates the industry's largest online credit transaction network, connecting more than 20,000 dealers with more than 1,500 lenders. Dealertrack's market-leading suite of integrated solutions include [Dealer Management Systems \(DMS\)](#), [Inventory](#), [Sales and F&I](#), [Digital Marketing](#), [Registration and Titling](#), [CRM](#), [Fixed Operations](#) and [Independent Dealer](#) solutions.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of Dealertrack solutions, any conclusions or statements based thereon and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of Dealertrack Technologies to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include the performance and acceptance of the Dealertrack solutions and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ending December 31, 2013 and our Quarterly Reports on Form 10-Q. These filings can be found on Dealertrack Technologies' website at www.dealertrack.com and the SEC's website www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and Dealertrack Technologies disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.

Dealertrack Technologies, Inc.
Alison Von Puschendorf, 877-327-8422 x7366
alison.vonpuschendorf@dealer.com

or

Michael DeMeo, 516-734-3691
michael.demeo@dealertrack.com

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