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Dealertrack Wins Two 2015 Stevie Awards for Product Innovation and Excellence

Company Honored for Its Digital Retailing Solutions and Dealer.com's Seamless Websites

LAKE SUCCESS, N.Y.--(BUSINESS WIRE)-- Dealertrack Technologies (Nasdaq: TRAK) received two Bronze Stevie® Awards at the recent 13th Annual American Business Awards in Chicago. Dealertrack received an award for its Digital Retailing Solution in the "Innovation of the Year - Business Products Industries" category, and the company's [Dealer.com](#) Seamless Websites were honored in the "Automotive & Transport Equipment & Transportation" websites category.

The American Business Awards are the nation's premier business awards program recognizing a broad spectrum of American business professionals and organizations - from non-profits, emerging start-ups, major public companies and government agencies to corner-office executives, corporate communicators, support staff and customer service teams. A second Stevie Awards ceremony will be held in San Francisco on September 11, 2015, honoring additional winners in the new product and technology-related categories. Dealertrack's eMenu for iPad is a finalist in the "Integrated Mobile Experience" category, which is scheduled to be announced at the San Francisco ceremony.

"It's an honor to be recognized as a technology leader in the automotive retail industry," said Raj Sundaram, co-president at Dealertrack. "There is no denying that technology is dramatically changing everything that we do, including shopping for a car. We are proud to deliver solutions that not only help dealers simplify the purchasing process, but really evolve one of the most lengthy and cumbersome experiences into a positive and efficient one. We appreciate the recognition by the American Business Awards for our efforts to propel a global industry forward."

More than 3,300 nominations from organizations of all sizes and industries were submitted to the Stevie Awards program this year in a wide range of categories. More than 200 executives worldwide participated in the judging process to select this year's winners. For more information about the American Business Awards and a complete list of the Stevie Award winners from the Chicago awards banquet, visit <http://www.StevieAwards.com/ABA>.

About Dealertrack Technologies (www.dealertrack.com)

Dealertrack Technologies' intuitive and high-value web-based software solutions and services enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, vehicle manufacturers, third-party retailers, agents and aftermarket providers. In addition to the industry's largest online credit application network, connecting more than 20,000 dealers with more than 1,500 lenders, Dealertrack Technologies delivers the industry's most comprehensive solution set for automotive retailers, including [Dealer Management System \(DMS\)](#), [Inventory](#), [Sales and F&I](#), [Digital Marketing](#) and [Registration and Titling](#) solutions.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of Dealertrack's 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, the performance of Dealertrack's third-party partners, 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, 2014 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 at 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.

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