

ImageSpan to Deliver Rights-Cleared Video for Dealer.com's Award-Winning SmartSites™

ImageSpan's Pioneering CurbStream Builds Momentum in the Auto Industry as Dealer.com Offers Local Area Content Creation Service to a Network of More than 3,000 Auto Dealer Websites

SAUSALITO, CA and BURLINGTON, VT – February 12, 2008 — ImageSpan Inc., which provides an enabling infrastructure for automated content licensing, and Dealer.com, a leading provider of online marketing solutions for the automotive industry, today announced that ImageSpan's content creation network, called CurbStream, has been selected to provide local area content for Dealer.com's SmartSite websites for auto dealers. CurbStream will be offered through Dealer.com's just released Video Upgrade Package to a network of more than 3,000 dealer websites.

CurbStream, the only affordable and scalable national content provider network, gives Dealer.com access to more than 10,000 professional videographers. Once a dealer requests a video package, Dealer.com will use the CurbStream service to send a local professional videographer to the dealer location to capture video of the dealer's lot, inventory, showroom, service department, and the owner or manager. The videographer then uploads the content into CurbStream for delivery to Dealer.com. All pieces of the process are automatically licensed, eliminating the time-consuming process of manually licensing content.

"We are excited to work with Dealer.com, an innovative and award-winning company, to introduce CurbStream's local area video content creation service for dealer websites," said Iain Scholnick, chief executive officer, ImageSpan. "Dealer.com's choice of CurbStream demonstrates our growing momentum in automotive marketing, where we are already providing local ad content."

ImageSpan's CurbStream addresses growing demand for video on websites as broadband adoption becomes widespread. The demand for a service that will capture and deliver video to showcase local and franchise dealers is especially critical in the automotive industry, where local and franchise advertising plays a significant role in the \$130 billion automotive advertising market.

"Increasingly, video is becoming the killer app for dealers to connect with their online audience, and the most progressive ones are seeking cost-effective ways to customize videos for their websites," said Mark Bonfigli, founder and chief executive officer of Dealer.com. "CurbStream provides a unique and powerful solution for our SmartSite dealers who want to tap into this medium, and integrate video of their actual store locations into their website presence."

Dealer.com's chief technology officer, Rick Gibbs, singled out CurbStream's game-changing service: "Because CurbStream focuses on local content, it offers a perfect solution for dealers who want to distinguish themselves in their particular markets," said Gibbs. "We look forward to including CurbStream's unique offering as part of our SmartSites Video Upgrade Package."

About ImageSpan

ImageSpan provides an enabling infrastructure for content licensing, helping content owners define rights to their work and transact online in minutes as we automate today's manual licensing processes. ImageSpan is the market-leading licensing automation platform partner for global advertising and content production and delivery businesses, including Omnicom and Adobe Systems. Founded in 2003 and based in Sausalito, California, ImageSpan is a trusted solution provider and the exclusive license automation provider to the PLUS Coalition, the global standards organization for the image licensing industries.

For more information, please go to www.imagespan.com or call (888) 921-1221

About Dealer.com

Founded in Burlington, VT in 1997, Dealer.com is a leading provider of online marketing solutions for the automotive industry. Dealer.com offers the only fully-integrated web-based closed-loop marketing platform that measures the effectiveness of every marketing program while tracking responses, and respondents, from exposure to closure. The platform includes NADA award-winning automotive dealer websites, user-friendly lead management tools, the most proven local search engine advertising solutions available, and unparalleled metrics and web analytics. Dealer.com is the only company to truly revolutionize the online marketing and sales effectiveness for auto dealers with an unmatched level of speed, precision and ease-of-use. For more information, please visit www.dealer.com or call 888-894-8989.

ImageSpan Media Contact:

Laura Evenson

415.465.2711

levenson@imagespan.com

Dealer.com Media Contact:

Andrea Krull

Racepoint Group

781.487.4639

akrull@racepointgroup.com