



## News Release

### Auto Retailer Zag Sells its 50,000<sup>th</sup> Car!

*Innovative Auto-Buying Platform Continues to Shine Amid Auto Industry Woes*

**SANTA MONICA, Calif., June 10, 2009** — Zag.com Inc., the leader in up-front pricing, transparency and group-buying power in auto retailing, today announced it has sold its 50,000<sup>th</sup> car through its online auto-buying affinity programs - proving that its unique business model can help rejuvenate automotive retail in the wake of GM and Chrysler bankruptcies along with dealerships closing their doors. Zag facilitates car sales by connecting “in-market” buyers with its nationwide network of more than 2,000 certified dealers. In the company’s short three-year history, they have already saved buyers over \$83.5 million off of MSRP on new cars.

Much of Zag’s success is credited to its unique sales model which departs from industry norms: Zag’s group-buying power leads to lower prices for consumers, and its innovative technology gives buyers guaranteed up-front prices from its network of dealers while those shoppers are still online. Zag provides its new and used auto-buying platform on a private-label basis to affinity buying groups such as USAA, AAA and Capital One – brands that people already trust and rely on to provide additional value, service and savings.

“Purchasing a car through a trusted affinity program is the future of automotive retail and this milestone for Zag could prove to be an inflection point for the entire automotive industry,” said Scott Painter, Zag CEO. “Since our first transaction in 2006, our programs have helped our dealerships process over one billion dollars in sales whereas it would take the average dealership over a decade to reach that number. Dealers on our program embrace this new retail model and have shifted their business to focus on up-

front pricing and marketing through affinity groups because they understand it will bring them volume and quality buyers.”

With access to a high-volume of motivated car buyers, Zag’s network of dealers has decided to offer exceptional pricing and service. During the past three years, customers who have bought a car through one of the Zag affinity sites have saved, on average, \$5,139 off of MSRP with incentives.

Zag’s affinity partner program works with over 30 top brands such as AAA, American Express, Capital One, Overstock.com and USAA.

### **About Zag**

Zag ([www.zag.com](http://www.zag.com)) has created a better way to buy a car. Zag operates a robust auto-shopping, research and pricing technology platform that saves buyers money by concentrating group-buying power, while providing a superior car-buying experience by presenting great up-front pricing and a no-hassle delivery process with a select group of dealers. Zag provides its platform on a private label basis to affinity buying groups, such as USAA, AAA , Overstock.com, Liberty Mutual, Parenting.com, Administaff and Capital One Auto Finance. Zag is based in Santa Monica, Calif.

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