



USAA and Zag Team up with Mercedes-Benz USA to Offer Industry-First Discount to All USAA Members – Saving Them Up to \$5,000 on a New Car

SANTA MONICA , Calif. and SAN ANTONIO, Texas, July 9, 2009 — Zag.com Inc. today announced that it has reached an agreement with Mercedes-Benz USA to offer additional savings of up to \$5,000 off the price of new Mercedes-Benz car purchases to USAA Members – beyond current special member pricing, rebates and dealer incentives – through USAA’s popular online [Car Buying Service](#). This exclusive offer began July 1st and is effective for a minimum of a year. USAA members can locate and build a new Mercedes-Benz through the service, powered by Zag’s innovative technology platform and network of certified dealers. Members also enjoy the ease of finding, locating, financing, and insuring a vehicle with one company on usaa.com.

Mercedes-Benz is making this exclusive offer to USAA members, one of the world’s largest affinity groups. In return, Zag’s network of dealers will honor the incentives and offer exceptional guaranteed pricing and service if the car is purchased through the USAA Car Buying Service.

“We’re always looking for ways to help our members save money. This generous discount, on top of special USAA member car buying pricing, gives our members the perfect opportunity to buy a luxury car at a fantastic price,” said David Bohne, [USAA Federal Savings Bank](#) President.

When members use the USAA car buying service to configure their new Mercedes-Benz, they will get a guaranteed up-front price for the car they have selected along with a unique offer code. The offer code and incentive can be used at any Mercedes-Benz dealer in addition to any

other savings and dealer incentives which are being offered – saving USAA members even more.

“Offers like this one from Mercedes-Benz USA are a testament to how powerful Zag’s affinity-based retail model can be for not only dealers but also for manufacturers,” said Scott Painter, Zag CEO. “There is a paradigm shift taking place on how consumers purchase cars and smart manufacturers like Mercedes-Benz USA are tuned in to where the in-market car buyers are now, and they are doing everything they can to capture their attention and drive sales.”

About USAA

USAA, a diversified financial services group of companies, is among the leading providers of financial planning, insurance, investments, and banking products to members of the U.S. military and their families. For the past three years, *BusinessWeek* magazine ranked USAA among the top two "Customer Service Champs," highlighting our legendary commitment of providing highly competitive financial products for 7 million members. For more information about USAA, or to learn more about membership, visit usaa.com.

About Zag

Zag (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 guaranteed 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, American Express, Overstock.com, Liberty Mutual, Administaff and Capital One Auto Finance. Zag is based in Santa Monica, Calif.

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