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MaximTrak Adds Universal Warranty Corporation to Its F&I Network (TM)

08-15-2007 10:23:00 AM

WAYNE, Pa., Aug. 15 /PRNewswire/ -- MaximTrak, the automotive industry's premier F&I Menu System provider announced today that it has launched a real-time integration partnership with the Universal Warranty Corporation, a subsidiary of Motors Insurance Corporation (MIC).

(Logo: <http://www.newscom.com/cgi-bin/prnh/20070815/NEW043LOGO>)

The integration partnership will allow dealers from across the nation to rate Vehicle Service Contracts based on the VIN of the vehicle instantaneously. This technology will reduce rating and miscellaneous errors at the dealership level by 30% and will eventually speed up the amount of time that it takes to register the sale of all vehicle service contracts sold. The next step in the evolution of the integration partnership will be to integrate Universal Warranty's contract printing technology into the MaximTrak application so that dealerships will be able to Rate, Print and Register all contract submission effectively eliminating the 45 - 60 day lag in the contract registration process.

MaximTrak's unique dealer systems integration approach allows dealers to seamlessly utilize the VIN Rating technology with the touch of one button and without duplication of data entry into multiple systems, which enhances efficiency and user adoption within the Finance Department.

Jim Maxim, President of MaximTrak said, "We deeply value the tremendous relationship that we have with Jeff Moon and the rest of the Universal Warranty team. The integration of Universal Warranty's VSC rates & tables will allow hundreds of users to simplify the way they do business today and we are both extremely excited for our mutual customers and the way that this technology and partnership will benefit them. We look forward to supporting the integration efforts in the future as we both continue to grow our respective businesses."

Jeff Moon, President of the Universal Warranty Corporation said today, "We are pleased to be working with MaximTrak to provide dealers leading-edge technology designed to help them speed sales and increase efficiency inside the F&I office."

MaximTrak has seen a strong increase in market presence and is currently working with multiple aftermarket companies, vehicle service contract administrators and captive finance companies to increase same store product sales while reducing back-end cost inefficiencies through the MaximTrak technology platform.

About Universal Warranty Corporation

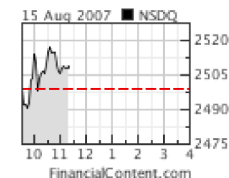
Universal Warranty Corporation (UWC), headquartered in Omaha, Nebraska, is an administrator and marketer of vehicle service contracts and other F&I products throughout North America. In that capacity, UWC provides quality products and

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Market Snapshot

NSDQ S&P 500 NYSE



NSDQ	2626.66	-0.05
S&P 500	1532.50	-0.41
NYSE	10019.83	+5.90

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▼ Intel	24.170
-0.07	(-0.29%)
— SUNW	5.050
0.00	(0.00%)
▲ YHOO	28.250
+0.95	(+3.48%)
▼ CSCO	27.199
-0.19	(-0.70%)
▲ Microsoft	30.550
+0.06	(+0.20%)
▼ Encysive	2.290
-1.81	(-44.15%)
▲ AAPL	124.130
+3.63	(+3.01%)

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Nasdaq % Gainers

▲ TMTA	0.540
+0.15	(+38.44%)
▲ VEXP	0.840
+0.18	(+27.20%)
▲ FREEW	1.800
+0.31	(+20.81%)
▲ VICL	5.960
+0.97	(+19.44%)
▲ NPLA	2.342
+0.34	(+17.13%)
▲ ASTIW	1.590
+0.22	(+16.05%)
▲ LMIA	23.100
+2.54	(+12.35%)
▲ Scansource	32.030
+3.42	(+11.95%)

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Nasdaq % Losers

▼ MIDD	60.960
-64.22	(-51.30%)
▼ BWLD	41.450

services uniquely tailored to the needs of franchise and independent retail automobile dealers. UWC is a member of the Motors Insurance Group of companies, a leading provider of vehicle service contracts and other F&I products with over three decades of experience and service to the automotive industry. MIC is a registered trademark of Motors Insurance Corporation. UWC is a service mark of GMAC.

About MaximTrak

MaximTrak Technologies, a subsidiary of Maxim Automotive LLC., is the leading provider of F&I Systems Technologies to the retail automotive industry. The Company designs, develops and deploys advanced technologies to enhance the customer buying experience and help automotive retailers manage and improve profitability and compliance within the finance and insurance department. MaximTrak continues to drive real-time contract rating, printing and the electronic submission of insurance and waiver contracts through its technology platform.

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▼ CFC	24.000
-0.46	(-1.88%)
▼ EMC	18.230
-0.11	(-0.60%)
▲ TMA	11.210
+3.60	(+47.31%)
▼ GE	37.570
-0.11	(-0.29%)

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NYSE % Gainers

▲ TMA-PC	13.400
+4.40	(+48.89%)
▲ TMA	11.210
+3.60	(+47.31%)
▲ TMA-PD	12.720
+3.47	(+37.51%)
▲ TMA-PE	12.950
+2.95	(+29.50%)

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NYSE % Losers

▼ SCT	2.800
-0.89	(-24.12%)
▼ KFN	12.210
-3.06	(-20.04%)
▼ LEV	3.100
-0.65	(-17.33%)
▼ SCT-PB	15.410
-2.99	(-16.25%)

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-43.65	(-51.29%)
↓ Encysive	2.290
-1.81	(-44.15%)
↓ ADVNA	30.300
-15.50	(-33.84%)
↓ ADVNB	33.300
-16.99	(-33.78%)
↓ PEBK	20.084
-9.71	(-32.58%)
↓ Benihana	22.430
-9.14	(-28.95%)
↓ BNHNA	22.460
-9.13	(-28.90%)

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