

MaximTrak Technologies Announce Partnership with Premier Dealer Services To Provide General Agents and Auto Dealers a Streamlined Selling Process

WAYNE, PA (April 21, 2008) MaximTrak, a leading systems developer for the retail automotive finance and insurance industry (F & I), is pleased to announce a partnership with Premier Dealer Services (PDS), a wholly-owned subsidiary of Great American Insurance Company. PDS is a national provider of vehicle service contracts, maintenance plans, and loyalty solutions for automobile dealerships.

PDS will integrate its Premier Essential Vehicle Service Contract (VSC) eRating functionality into the MaximTrak technology platform and also include MaximTrak as a preferred menu selling option for PDS clients. MaximTrak's technology solution is designed to consistently and effectively present F & I products to dealership customers. MaximTrak streamlines the F & I process, while ensuring dealership compliance in all 50 states. MaximTrak's technology represents a major advance for car dealers. On average, approximately 20 minutes are saved per transaction, by integrating multiple applications into this one platform.

Knowing that investments in technology are not worth much unless the results can be measured, MaximTrak supports its technology solutions with its proprietary Dealer Dashboards solution. Dealer Dashboards is an F & I management reporting system that provides automobile dealership owners with complete performance reports on their F & I departments by location, manager, and product. As a MaximTrak feature, Dealer Dashboard offers complete DMS integration.

"Our relationship with PDS is an important development for MaximTrak as we improve on our best-in-class array of product offerings for our growing client base," said Jim Maxim, Jr., executive vice president of MaximTrak Technologies. "MaximTrak is extremely pleased to be working with an industry leader like PDS. We see this partnership as an affirmation of the direction MaximTrak has taken in developing innovative solutions for dealership F & I operations."

About MaximTrak Technologies

MaximTrak Technologies is a leading technology provider for the retail automotive finance and insurance industries. With several of the Wards "Top 10 Mega Dealers" on board, MaximTrak has gained national recognition as the customer focused technology provider of choice and leading F&I Menu System in America.

About Premier Dealer Services

Premier Dealer Services, Inc. (PDS), a wholly owned subsidiary of Great American Insurance Group, is based in San Diego, California. PDS specializes in the development, marketing and administration of products and services for the automotive dealership financial services industry throughout the United States and Canada.

About Great American Insurance Group

Great American Insurance Group's roots go back to 1872 with the founding of its flagship company, Great American Insurance Company. Based in Cincinnati, Ohio, the operations of Great American Insurance Group are engaged primarily in property and casualty insurance, focusing on specialty commercial products for businesses, and in the sale of annuities, life and supplemental health insurance products. The members of Great American Insurance Group are subsidiaries of American Financial Group, Inc. (AFG) also based in Cincinnati, Ohio. AFG's common stock is listed and traded on the New York Stock Exchange ("NYSE") and NASDAQ under the symbol ("AFG").

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