



A division of Open Dealer Exchange, LLC

Provider Exchange Network
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**Provider Exchange Network Partners with MaximTrak Technologies
PEN expands network reach with addition of industry-leading menu system MaximTrak**

TROY, MICHIGAN/ June, 2011 – Provider Exchange Network (PEN), a division of Open Dealer Exchange, LLC, announced today it is partnering with Maxim Trak Technologies to integrate with the company's independent F&I Menu & Reporting system, MaximTrak. This integration will allow Maxim to better serve its thousands of dealers via PEN's streamlined electronic rating, forms and contract origination.

"We're thrilled to partner with another industry leader as we continue to build the strength of our network by integrating with the MaximTrak menu system," said Mark Virag, Managing Director of PEN. "Our expertise is offering electronic contracting solutions that eliminate errors and streamline the process, resulting in more efficiency and accuracy for all involved." PEN (www.ProviderExchangeNetwork.com) is an electronic data exchange that streamlines the sales process by integrating the F&I product provider with the dealer's point-of-sale system, whether through a menu or directly with the dealership management system (DMS) desking software. This unique integration approach eliminates the need for separate applications to enable eContracting for aftermarket products. Functions include electronic ratings, forms preparation and contract origination.

"Teaming up with Provider Exchange Network provides us an excellent opportunity to better serve our dealership clients. The partnership with PEN expands the breadth of MaximTrak's electronic rating and contracting services and enhances the F&I process through PEN's varied e-solutions," said Jim Maxim, President of MaximTrak Technologies. "Because of this partnership and the benefits the technology offers, dealers will be able to deliver a more consistent F&I margin on every vehicle sold."

MaximTrak provides F&I Managers with state-of-the-art sales tool and enables dealerships to quickly and easily manage and enhance the profitability of their F&I Department. MaximTrak streamlines multiple transaction functions on one common platform and helps create a more transparent process for the consumer which leads to a better experience and higher customer satisfaction ratings. MaximTrak generates and retains all of the F&I Menus, Credit Applications, Credit Reports, Compliance Logs and Management Reports within its platform, making it a central library for the Business Office.

About Open Dealer Exchange, LLC

Open Dealer Exchange enables providers and finance sources to embed their offerings into point-of-sale (POS) systems used by automotive dealers to conduct business both in the

showroom and the business office. A joint venture between Automatic Data Processing, Inc. (ADP) and The Reynolds and Reynolds Company, Open Dealer Exchange exists to improve the overall F&I process within automotive retailers throughout the United States and Canada. For more information on Open Dealer Exchange, please visit www.OpenDealerExchange.com. For more information on Provider Exchange Network—a division of Open Dealer Exchange—please visit www.ProviderExchangeNetwork.com.

About MaximTrak Technologies

MaximTrak is a leading provider of F&I Systems Technologies to the retail automotive, motorcycle and power sports industries. The Company designs, develops and deploys advanced technologies to enhance the customer buying experience and enables retailers with tools to manage and improve profitability and compliance within the finance and insurance department. . With over 25 years of experience servicing automotive dealers, MaximTrak works together with its clients and partners to establish a better vehicle delivery process by utilizing technology to create a lasting and repeatable customer experience that results in higher profits and increased customer satisfaction.