



Media Backgrounder

Auto-IT Pty Ltd

Auto-IT Pty Ltd is an Australian owned and operated software developer and marketer, servicing the automotive, trucking, agriculture and construction equipment industries by providing specialised dealer management software systems to run retail dealerships.

The company was formed in 2000 as a result of a merger between two respected dealer management software system suppliers, KGM Management and Newmans Information Services. Combined, it offers clients more than 30 years of industry experience.

Auto-IT Pty Ltd employs 70 staff, has an annual turnover of A\$10M and is the second largest dealer management system supplier in Australia and New Zealand.

With offices in Melbourne, Sydney, Brisbane, Kuala Lumpur and Wellington, New Zealand, and agencies in South Africa, Auto-IT Pty Ltd is in a strong position to further grow the business.

Its core product range consists of two Windows-based programs and one Linux-based program. The Windows-based programs are known as UNITS™, which is tailored to the needs of the retail automotive dealer industry, and EQUIP™, which is specifically designed to cater to the needs of retail dealers in the agriculture/construction and trucking industries. The Linux-based program is known as PMDS, being one of its long serving products, and is tailored to the automotive and trucking industries.

Auto-IT Pty Ltd's Chief Executive Officer Ken Fife has been with the company since it was formed in 2000.

Prior to that, he founded an automotive system specialist company known as KGM Management in 1987, which under his leadership grew from an operation comprising four people and 14 dealer management system clients to 70 staff and more than 10,000 software licensees in 800 dealer locations.

In January 2008, Auto-IT Pty Ltd's average monthly growth rate, based on last year's figures, was 250 new licensees of its software products per month.

Mr Fife, who is a leader in the dealer management system market, has formed strong relationships with most of the major original equipment manufacturers (OEMs) in all the markets in which Auto-IT Pty Ltd is actively engaged.

He was one of the key originators behind the formation of the Australian Dealer Software Suppliers Association (ADSSA) and apart from his role as CEO of Auto-IT Pty Ltd, is the principal architect of the company's offshore expansion.

Ends

For further media information or interviews contact:

Julie Stephens, Stephens Public Relations

Tel: 03 9391 4603 0413 119 673

julies@stephenspr.com.au

Ken Fife, Chief Executive Officer, Auto-IT Pty Ltd

Tel: 9349 3062

kenfife@auto-it.com.au

18 March 2008