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FOR IMMEDIATE RELEASE

**AUTONETTV PARTNERS WITH AUTO PROFIT MASTERS FOR PROFESSIONAL TRAINING
CONTENT**

***AutoNetTV Will Air Professional Training & Business Insight Programming Before & After
Store Hours in Auto Service Centers Nationwide***

AMERICAN FORK — July 10, 2006 — AutoNetTV™ announced today an agreement with Auto Profit Masters to provide professional training and business insight programming on the Pro Channel - its TV network that airs before and after store hours in the waiting rooms of automotive service centers throughout North America.

The training informs and reinforces critical actions to make a service center more profitable, increase employee retention, and improve overall efficiencies. This insightful programming further enhances the educational aspect of the AutoNetTV Pro Channel program, which provides material discussing marketing, customer relations, HR and other topics sought by operators, managers and technicians.

“Our partnership with Auto Profit directly answers many requests we’ve had from our professional subscribers. Professionals crave better tools to combat rising costs and increased competition. David and Terry are highly respected for their training. More importantly, they own and operate one of the most successful service centers in the country – where all of these principles are first proven as to their effectiveness,” said Sean Whiffen, Co-Founder of AutoNetTV.

“We are delighted to work with the innovative team at AutoNetTV”, said David Rogers, President of Auto Profit Masters. “Their waiting-room programming significantly improves sales at service centers, and our experience in training will greatly enhance the Pro Channel content for those working at the stores. The aftermarket needs solutions to maximize profits and increase customer retention – and it gets both with AutoNetTV and Auto Profit Masters.”

Several minutes of the Auto Profit Masters training will be included in each episode of the AutoNetTV Pro Channel. The Pro Channel airs programming created by AutoNetTV, and its

partners, as well as internal company messages created by a specific service brand to air only in its stores. This allows major chains to send out messages to their stores about marketing initiatives, standards of procedure, and other updates to keep each location operating successfully.

About AutoNetTV

AutoNetTV pioneered the automotive television network for customers in the waiting areas of service centers. Service centers throughout the U.S. receive this custom programming to educate customers on their factory scheduled and preventative maintenance needs, and to improve their waiting experience. AutoNetTV helps stores recapture a portion of the \$52B in maintenance services that are unperformed each year by informing and motivating customers to be responsible with their vehicle maintenance. AutoNetTV combines fast-paced entertainment with independent editorial content to increase sales and customer satisfaction. For more information go to www.AutoNetTV.com.

About Auto Profit Masters

Auto Profit Masters is a nationally recognized training firm, with courses approved by and offered through the Automotive Management Institute (AMI). Auto Profit's Keller Bros service center was named the #1 shop in the nation for its profitability and operations, and #1 by consumers in their market. CEO Terry Keller was one of the country's first ASE Master Technicians. Auto Profit is one of the most sought after training teams in the Automotive Management Institute's catalog of offerings, and hosts the Monday Morning Mechanic radio program. For more information go to www.AutoProfitMasters.com.

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