



myEZ Car Care Offers Discounts at More Than 5,000 National and Local Service Providers

To keep up with consumer demand to keep their vehicles longer, myEZ Car Care has exceeded projections in signing over 5,000 trusted National and Local Automobile Service Providers. Members now experience increased convenience and even more attractive discounts.

For Immediate Release: October 27, 2009, New Orleans: **myEZ Car Care, LLC**, the Louisiana based loyalty, vehicle care and records maintenance company, has surpassed initial goals for 2009. The Company now offers its members discounts and VIP status at over 5,000 trusted national and local automotive service providers from oil changes to preventive maintenance and more. In addition, myEZ Car Care recently launched its new website, located at <http://myezcarcare.com>, to make it easy for its members to find Service Providers in their neighborhood or on the road, and to showcase the company's car care discount and loyalty plans on the internet.

The new website is designed to be simple and easy to navigate. Interested consumers can read about the VIP Discount Card and the VIP Plus-Complete Care Plan, or they can simply click to view a narrated video demonstration, register, upgrade their Plan or log into their account in the *Electronic Glove Box*®.

As part of **myEZ Car Care's** focus on customer service, the website offers a secure purchase area and individual login pages. Many of the Service Providers facilitate automatic upload of service records for VIP Plus-Complete Care members, which simplifies vehicle maintenance and record-keeping.

Any consumer or small business can save money on vehicle maintenance by becoming a member and the Company has carved out a niche with Credit Unions. The Plans are a great way for credit unions to offer a new benefit to auto loan customers that not only saves the member money on maintenance but helps maintain the loan collateral while providing ongoing Good Will and Marketing with the Credit Union-branded wallet card.

Tim Shields, VP of Credit Administration for Carter Federal Credit Union says, "It's not often that you find a program like MyEZ Car Care that provides tremendous savings and benefits to our members, but also helps protect our loan collateral and even provides ongoing marketing touch points... it's a real Win/Win program".

Ed Bourgeois, President and CEO of myEZ Car Care, LLC says: "With over 5000 service providers (and growing), our national footprint allows us to offer our programs to credit unions and other auto-related entities nationwide. Whether at home, school or traveling, our service provider network is nearby giving our members discounts and VIP treatment which makes our programs great for the entire family, especially teenagers and college students and it's even a great gift idea." Bourgeois further stated that "it's rewarding and refreshing to hear many credit union executives say 'it's a no brainer' when discussing implementing the program."

About myEZ Car Care

MyEZ Car Care was formed in 2004 to address the consumer's need to conveniently and efficiently maintain their vehicles in a way that enhances safety, reliability, and value. A fragmented preventive maintenance industry makes it difficult for all but the most disciplined consumer to properly maintain their vehicles. myEZ Car Care develops and markets co-branded and private label automotive maintenance plans which add loyalty and marketing value to the credit union while providing loyal customers to its service provider partners.

From the beginning, the mission of the Company has been to develop products to be consumer and credit union friendly, while reflecting positively on the corporate citizenship of the credit union and service provider.

Web Site: <http://myezcarcare.com>

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