

## **MYEZ CAR CARE AND CAR-BUY-HER PARTNER TO GIVE CONSUMERS AN EZ MAINTENANCE EXPERIENCE AND PEACE OF MIND**

**New Orleans – (October 21, 2008)** – MyEZ Car Care and Car-Buy-Her announced the signing of a marketing agreement whereby Car-Buy-Her will market myEZ Car Care's Electronic Glove Box<sup>®</sup>, a VIP vehicle care program. myEZ Car Care is a convenience-based preventive maintenance program that saves consumers money on maintenance services, provides for safer and more efficient vehicle ownership and gives Peace of Mind. Car-Buy-Her is an automotive resource focused on educating female consumers on the purchasing process of a vehicle as well as the care and maintenance of the vehicle once purchased or leased. The product will be co-branded and offered through the Car-Buy-Her website and its other marketing initiatives.

The exclusive Electronic Glove Box<sup>®</sup> sends web-based service reminders and recall notices and provides a nationwide network of service providers that give Members discounts on maintenance services, tires, parts and labor. After each service is performed, the service records are automatically updated in the Electronic Glove Box<sup>®</sup> so that Members have a neat record of all service records available 24/7 and don't have to worry about searching through information in the "stack of papers" in the vehicle's glove box. The Electronic Glove Box<sup>®</sup> is a one-stop shop for all family vehicle information as it also provides many other convenient features such as a place to keep electronic versions of insurance, warranty, loan or lease documents, and much more.

In the partnership between myEZ Car Care and Car-Buy-Her, Car-Buy-Her visitors signing up for myEZ Car Care will receive the co-branded Program at a discounted price. "Consumers want to properly maintain their vehicles, but a fragmented car care industry makes it difficult for all but the most disciplined to properly maintain their vehicles. myEZ Car Care's Electronic Glove Box<sup>®</sup> helps bring all the pieces together for ones entire family of vehicles best assuring the safety, reliability and efficiency of the family fleet" commented Ed Bourgeois, CEO and founder of myEZ Car Care. Bourgeois added "we are excited to have Car-Buy-Her as a partner as both companies and their customers are interested in ways to save money and enjoy a safer, more efficient and enjoyable vehicle ownership experience."

"Car-Buy-Her is pleased to work in conjunction with myEZ Car Care to offer an invaluable service to our female client base. Women are always looking for ways to maximize their time, save money and organize their tremendously busy lives. This resource will aid in that process and compliments our goal of helping women take control of their car life", states Sheronde Glover, founder and CEO of Car-Buy-Her.

### **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 selling dealership, auto finance company or marketing partner, 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-, bank-, and dealer-friendly, while reflecting positively on the corporate citizenship of the bank, dealer, and service provider.

## **About Car-Buy-Her**

Car-Buy-Her™ is an automotive resource that educates women on car buying and maintenance and assists dealerships with marketing more effectively to women. The company hosts teleseminars, workshops and auto clinics for women and provides training and various programs for dealerships. For more information, visit [www.car-buy-her.com](http://www.car-buy-her.com)

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