

Immediate Release

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Pentana Solutions Passes a Massive Milestone

With 35 years history in the Australian market, Pentana Solutions has passed the most significant milestone customers could ever want from their Dealer Management System solutions partner. For the first time ever, Pentana Solutions has spent over \$7m on Research and Development in one year for their customers. This massive investment reflects a genuine commitment to providing their clients with the sharpest tools to drive their business.

It is worth noting that this figure is not a cumulative figure - it is the amount spent in 2007, with a larger figure planned for 2008. The cumulative figure for the last 5 years is in excess of \$30m invested in the Pentana Solutions' suite of solutions and services.

This stunning R&D investment reflects a genuine commitment to ensure a Pentana Solutions customer can focus on their business, whilst their solutions partner is delivering the latest software and technology. Now with four Dealer Management Systems in their stable of solutions, there is the right solution for any franchised dealer – car, bike, marine, truck or agriculture. With terrific organic growth welcoming 13 new customers in December alone – these are certainly exciting times in the Pentana Solutions camp.



Why are so many dealers recognizing that a shift to a Pentana Solutions Dealer Management System is the right thing for their business? Steve Kloss, CEO says; “Our growth reflects the other side of the substantial R&D spend. Dealers are seeing the new innovations and realising that these are the tools needed to drive their business. We spend our development money where there is a genuine dealership need. We have dealership experienced people that make the calls on what is developed and this makes our new innovations that much more powerful when implemented into a dealership.”

Today, with more than 360 people servicing the needs of the industry and a \$7m milestone achieved, Pentana Solutions' commitment to the automotive industry could not pass without being recognised. Outside the R&D budgets for vehicle development, very few companies in the automotive industry would invest this much money on an annual basis.

Mr Kloss says that “as we are in the software business, people often focus on the last bug they had, which is understandable – but not enough credit is given to the discretionary investment the Pentana Solutions business makes in R&D. Gone are the days of simply dealing in Management software – today we are a diversified solutions supplier servicing almost every aspect of what a dealer achieves in

their business. We are proud of this investment as it tangibly translates our commitment into something everyone can appreciate - \$7m raw dollars.”

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