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LGM & ONE-EIGHTY CORP. Announce Strategic Alliance

Oakville, Ontario, Canada, July 30, 2010 – LGM, a leading supplier of business office products including extended warranty, wear protection, group credit insurance and automotive theft deterrent products today announced a strategic alliance with ONE-EIGHTY CORP. the unrivaled supplier of A-Z Sales & CRM functionality. Through this new alliance LGM and ONE-EIGHTY have developed seamless integration between the ONE-EIGHTY system (DLS Accelerator®) and LGM's e-Contracting portal referred to as the Dealer Resource Centre (DRC).

This integration will enable dealers that use ONE-EIGHTY's A-Z Sales & CRM to populate the LGM's DRC with required customer and vehicle information thereby virtually eliminating duplicate data entry. Through this alliance, ONE-EIGHTY will be provided with current rates, products, packages and coverage options for all LGM products. By providing this exchange of data our mutual customers will enjoy leading edge integration affording them a seamless process for the presentation and sale of LGM products (including LGM's private labeled OEM products).

"This strategic alliance affords LGM and our customers' a seamless transition between one of the industry's leading F&I Desking solutions as well as ONE-EIGHTY's incredibly powerful Menu Selling Tool" said Randy Price, President of LGM. "The end-to-end quoting, presentation and sales functionality provided by ONE-EIGHTY will simplify and expedite the process by which dealerships sell our products. Together we have developed arguably the most innovative integration to enable the sale of our strong suite of business office products which is a winning combination for increased sales and market penetration."

"We are excited about the release of this innovative, seamless integration with LGM." Said AJ Mueller, CEO of ONE-EIGHTY CORP. "It will assist our many common dealership clients to more efficiently present and process sales of the LGM suite of products using today's leading edge technologies. The ability to sell more products in less time equates to increased sales and profit generation for Business Managers using ONE-EIGHTY."

About ONE-EIGHTY CORP.

ONE-EIGHTY CORP. (ONE-EIGHTY), is a privately owned Canadian corporation founded in 2000 and based in Waterloo, ON. ONE-EIGHTY is the owner/distributor of *DLS Accelerator*®, the unparalleled A-Z Sales & CRM system for automotive dealers who want to improve both the vehicle buying and selling experience. Dealerships representing 33 brands across Canada in both official languages have chosen ONE-EIGHTY to help them manage their entire sales process as well as innovate leading edge integrations with their DMS, OEM's and other third parties.

For more information please visit our website at www.oneeightycorp.com or call ONE-EIGHTY CORP. at 1-866-803-2003.



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About LGM

Founded in 1998, LGM is one of Canada's leading, tier one suppliers of extended warranty, war protection, credit insurance, and theft deterrent products for the automotive and recreational vehicle industries. As a dealer development company, LGM improves the profitability of business offices by providing innovative products that offer real-world value to their customers. With over 900 active dealers, business relationships with original equipment manufacturers such as Volkswagen Canada, Kia Canada, BMW Group Canada including BMW and MINI, and a national team of Dealer Development Managers offering local sales training and support, LGM has a reputation second to none in the Canadian automotive marketplace. To learn more about LGM, visit www.lgm.ca.



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