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MIKE WILLIAMS JOINS BLACK BOOK AS VICE PRESIDENT OF MOBILE SOLUTIONS

Gainesville, GA – Black Book announced today that Mike Williams has joined the company as their Vice President of Mobile Solutions. In this role, he will be responsible for all of Black Book’s mobile products and services, including developing new products, enhancing the functionality of existing ones, and increasing mobile revenue streams.

Tom Cross, president of Black Book commented, “I am thrilled to have Mike join our senior management team. He is universally recognized as one of the top technical people in the remarketing industry, and a leader in innovation and online strategies. Black Book has always been at the forefront of embracing new technologies within the automotive remarketing and finance world, especially mobile solutions, and Mike’s arrival will allow us to take our products and capabilities to the next level.”

“I am excited about joining the Black Book team. I’ve spent my last ten years in the auto auction industry, so of course I’m very familiar with their organization. When I first started out I’d walk the lanes I’d see all of the dealers flipping through their Black Books to see what the cars were worth, but in recent years, I’ve seen more and more of them using their smartphones or other mobile devices. I’m looking forward to expanding the range of data and analytic tools that we can provide on current and next generation mobile devices, making the decision making process easier for both buyers and sellers,” remarked Williams.

Williams began his career in Tokyo, Japan working with advanced computer modeling, simulations, and artificial intelligence. He went to work for Manheim Pennsylvania in 2002, where he was Director of Technology, overseeing all of the areas that supported their technical endeavors, including customer support, online sales, hardware and software support, R&D programming, administration, and multimedia communications. He also helped launch Simulcast and OVE, and was instrumental in their continued growth.

About Black Book

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