



News Release

FOR IMMEDIATE RELEASE

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Mitchell 1 and Continental DataGraphics Discuss Alliance Agreement

MOU to include joint marketing efforts with a view toward System integration with TMC FleetPortal

Cypress, CA -- Continental DataGraphics (CDG), the service provider supporting the TMC FleetPortal service offering of the American Trucking Associations, announced today that it has entered into business alliance discussions with Mitchell Repair Information Company, LLC (Mitchell 1).

CDG and Mitchell 1 are discussing development of strategies to jointly market and sell a cooperative offering. In addition, under the terms of a Memorandum of Understanding recently signed by CDG and Mitchell 1, the two companies have agreed to explore a mutually beneficial integration between the TMC FleetPortal application and the Mitchell 1 Pickup-N-Van product offerings. This would enable TMC FleetPortal subscribers to access Mitchell 1 light truck service and repair information via the TMC FleetPortal interface.

TMC FleetPortal is designed to provide a single access point to a wide range of maintenance information from multiple sources. Several of the current and potential customers for TMC FleetPortal services are already users of the Mitchell 1 light truck service and repair information. By presenting the data in a format that is already familiar to Mitchell 1 customers, TMC FleetPortal subscribers will have an enriched user experience requiring minimal training.

Larry Crogg, VP of FleetPortal Solutions for Continental DataGraphics said, "We believe that as more and more cooperative partnerships are formed with OEMs and other fleet maintenance information providers, the overall value to TMC FleetPortal subscribers for these services will be greatly improved. Our intent is to provide solutions to fleets that will improve their overall productivity for the long term, with minimal disruptions in operations as they make the transition to daily use of TMC FleetPortal."

"As a TMC member, we are excited about this opportunity to further TMC's goals and objectives," said David Niemiec, Vice President of Marketing and Product Development for Mitchell 1. "This relationship promises to enhance the TMC FleetPortal offering while exposing Mitchell 1's service and repair information to a broad and diverse fleet audience. More importantly, the alliance will serve to benefit fleet-maintenance professionals all over North America by providing them the most important tool – Information."

TMC FleetPortal is provided by ATA's Technology and Maintenance Council (TMC). It offers the trucking and heavy equipment industries a secure, easy-to-use parts and maintenance information utility customized to the needs of individual fleet

subscribers. *TMC FleetPortal* provides fleet maintenance personnel with rapid, online access to illustrated parts catalogs, repair and maintenance manuals, service bulletins, parts information letters, and internally generated documents as well as TMC Recommended Practices and Vehicle Maintenance Reporting Standards codes (VMRS 2000™).

TMC is North America's premier professional society for truck maintenance, information technology, and logistics professionals. Its membership of more than 2,200 individuals is dedicated to the improvement of equipment and support technologies, maintenance and maintenance management.

TMC is a technical council of American Trucking Associations, the largest national trade association for the trucking industry (www.truckline.com). Through a federation of other trucking groups, industry-related conferences and its 50 affiliated state trucking associations, ATA represents more than 37,000 members covering every type of motor carrier in the United States.

TMC FleetPortal is operated on behalf of ATA through an exclusive arrangement with Continental DataGraphics, a Boeing Company subsidiary (www.cdgnow.com). CDG is a world leader in digital information management solutions for trucking, aviation, construction, energy and other industries.

Headquartered in Poway, California, Mitchell 1 has provided quality service and repair information solutions to the automotive and trucking industries for more than 80 years. The Mitchell 1 family of products includes a complete line of integrated software tools designed to improve repair shop productivity. Mitchell 1 is a recipient of the ASE Blue Seal of Excellence award and currently has more Quadruple Master Technicians and Master Technicians on its editorial staff than any other organization.

For more information about *TMC FleetPortal*, visit www.tmcfleetportal.com.

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Contact:

Mona Rice, *TMC FleetPortal* – Continental DataGraphics - (425) 691-2680

Debi Garrett, Mitchell 1 – (858) 391-5000