

MARKET RELEASE

INFOMEDIA ANNOUNCES NEW AGREEMENT WITH CHRYSLER FOR MICROCAT® AUTO PARTSBRIDGE

SYDNEY, 28 November 2012 – Global automotive industry business solution developer, Infomedia Ltd, announced today that it has entered into a non-exclusive licensing agreement with the Chrysler Group LLC (**Chrysler**) to produce and supply its highly commended B2B version of its electronic parts catalogue (**EPC**), Microcat® Auto Partsbridge® (**Auto Partsbridge**) to Chrysler dealers.

The agreement for Infomedia to make Auto Partsbridge for Chrysler dealers follows the launch of the Company's online flagship EPC, Microcat LIVE® to Chrysler dealers in October 2012.

AutoPartsbridge is a highly specialized business solution for North American dealers and their important B2B collision repair customers. Auto Partsbridge is the most complete and effective system for the management of competitive conquest sales available in the parts field today. It bridges the processes of body shop collision estimation, complete parts identification, and competitive bid/pricing management to help dealers increase their sales of genuine parts.

Karen Blunden, Infomedia North American CEO, and Director of Global Business Development and Sales, said "Since the introduction of Microcat Auto Partsbridge for other OE brands, dealers have increased their genuine parts sales by using the solution to competitively price and win sales that would have otherwise gone to non-genuine aftermarket parts suppliers. Chrysler Body Shops, Dealers and vehicle owners will now join Toyota, Lexus, Honda and Hyundai with the benefits that Auto Partsbridge provides. "We are excited to be working with Chrysler and contributing to their success", Ms Blunden said "Microcat Auto Partsbridge will provide Chrysler dealers with what, we believe, are the best tools in their class to capture the highest degree of genuine parts sale".

According to Infomedia co-founder and Executive Chairman, Richard Graham, the Company has long been at the leading edge of product innovation in this sector of automotive business solutions.

"When you look back on our 22 year history, our designers and engineers have delivered innovation after innovation, which has contributed to great productivity and profitability gains for our customers," Mr Graham said. "Today, after millions of dollars in R&D investment, we have transitioned our products and business strategy to the best practice of 'cloud' computing solutions - sometimes called SaaS or Software as a Service (SaaS). "That investment in innovation has made us the leaders in our field. We believe this is why great automakers, like Chrysler, license us to provide our technology to their dealer networks, globally."

Microcat Auto Partsbridge for Chrysler will be released in 2013.

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About Infomedia

Infomedia Ltd is a publicly-listed company on the Australian Securities Exchange (ASX symbol "IFM"). It is a leading supplier of information solutions to the parts and service sector of the global automotive industry. Its business solutions are currently used each business day by over 140,000 dealership personnel. They are produced in more than 30 languages and at work in 186 countries. Their powerful search functions and intuitive, user-friendly interface helps boost efficiency, profitability and customer retention for OE Parts and Service Departments.

Superservice™ is the new brand family for the Company's unique solution suite of robust online solutions. These include: Superservice Menus, *Precision Service Quoting*; Superservice Triage, *Multi-point Inspection*; Superservice Insight, *Customer Satisfaction Surveying*; Superservice Connect, *Self-service Appointment Booking and Quoting*, and Superservice EPC, *Microcat LIVE*. Full product line information can be found at www.Superservice.com.

For more information, visit www.infomedia.com.au