

FOR IMMEDIATE RELEASE

Christian Brothers Automotive Corporation Selects Demandforce as its Preferred Software Communications Vendor

Rapidly Expanding Automotive Repair Franchise Backs Next Generation Solution for its Customers

HOUSTON (December 2010) – Christian Brothers Automotive Corporation, one of the nation’s leading automotive service and repair franchise systems, today announced it has formed a strategic partnership with Demandforce, an automated marketing and communications solutions provider helping businesses grow through specialized customer relationship software programs.

“We are excited to engage Demandforce as a way for us to stay in touch and build stronger relationships with our customers,” said Mark Carr, founder and CEO of Christian Brothers Automotive Corporation. “Christian Brothers Automotive is committed to serving everyone with honest and reliable car care services, and this partnership will enable us to get that message out to new and existing customers in local markets across the nation.”

Backed with the expertise of Demandforce, Christian Brothers Automotive Corporation will help its repair shops implement best practices to attract new business, increase customer retention, and measure performance and customer satisfaction. Demandforce will also provide Christian Brothers Automotive clients the tools to help them build their online reputation, including sending up-to-date business information and certified customer reviews to major search engines and Internet directories.

“Demandforce is thrilled to partner with Christian Brothers Automotive Corporation to help engage customers on a whole new level,” said Sam Osman, vice president of sales and business development of Demandforce. “Our software-as-a-service application offers businesses the opportunity to increase performance results and bottom-line profit and we look forward to working with Christian Brothers Automotive Corporation in this capacity.”

Christian Brothers Automotive provides full-service automotive diagnostic testing and evaluation, maintenance programs and repair work for all domestic and foreign vehicles at each of their locations. All of Christian Brother Automotive Corporations facilities are staffed with automotive service excellence (ASE) certified technicians.

About Christian Brothers Automotive

Christian Brothers Automotive Corporation is one of the nation’s leading automotive service and repair franchise systems with 74 locations open and an additional 35 under development in 12 states including Arkansas, Colorado, Florida, Texas, Oklahoma, Michigan, Missouri, Kansas, Tennessee, Georgia, Mississippi and Alabama.

Mark Carr, president and CEO of CBAC, opened the first Christian Brothers Automotive in Houston, Texas in 1982. The store’s main principle was to run an automotive repair facility based on honesty, integrity, reliability and exceptional customer service, which is still the core philosophy of CBAC today. CBAC began selling franchises in 1996 and continues to grow at a pace of thirteen to sixteen stores annually. The company also

continues to maintain a 100 percent success rate with its store operations, never having closed a location.

About Demandforce

Founded in 2003, Demandforce helps small businesses thrive in the Internet economy. The Demandforce D3 software-as-a-service application is used by thousands of customers to grow revenue, keep clients coming back, and manage operations more effectively. Demandforce's flagship product, Demandforce D3, connects Demandforce clients to over 30 million end consumers via email communications, text messaging and online services. Demandforce has achieved 20 quarters of over 80% year-over-year quarterly growth and is led by a management team with over a decade of experience developing and delivering web-based applications that drive real, tangible business value. Demandforce, Inc is headquartered in San Francisco, CA. To learn more visit www.demandforce.com.

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