



## **eXtères Expands Executive Team – Names New Vice President of Sales and Marketing and Chief Operations Officer**

**Riverside, CA -- August 13, 2008** – eXtères, a leading organic search marketing company for the automobile industry, today announced two key executive team members: Ron Smith, named Vice President of Sales and Marketing, and Erica Lozano, named Chief Operations Officer.

Ron Smith brings eXtères over 25 years of experience in corporate identity, direct marketing, and marketing research, including 15 years of specialized experience in automotive industry marketing and technology. In addition to founding two successful marketing firms, Smith also created one of the first fully web-based CRM solutions available to automotive dealers, the Aeros Opportunity Management System, which helped hundreds of dealerships revolutionize their BDC and ecommerce strategy.

Erica Lozano brings eXtères over 20 years of operational and entrepreneurial experience with a focus on operations, new product introduction, purchasing, and accounting management. Erica has led these functions for a variety of large manufacturers such as Oceanic Worldwide of San Leandro, CA, Connor Manufacturing of Corona, CA, and Schulze Manufacturing of Burlingame, CA. She has also owned and managed a variety of highly successful consumer businesses.

"We are very pleased to have these two outstanding individuals on our team here at eXtères," said Richard Winch, CEO of eXtères. "They both are passionate about the automobile industry and share our vision of how our Organic Search Marketing System technology can impact it powerfully for the benefit of dealers and their customers."

### **About eXtères**

eXtères uses proprietary technology to keep its dealer-clients coming up first in actual (as opposed to paid) listings on Google, Yahoo! and MSN and other major search engines. The company was founded in 2007 by Richard Winch and Graham Winch, leaders in automotive marketing online and off. eXtères, which is based in Riverside, California, with satellite offices in Vancouver, Washington and Charlotte, South Carolina, is built on the premise that coming up first in search means dominating new business, period.

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