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RLP Technologies Named “Cool Vendor” by Leading Analyst Firm

Vendors selected for the “Cool Vendor report” are innovative, impactful, and intriguing

DETROIT, April 9, 2007 -- RLP Technologies, a wholly-owned subsidiary of R.L. Polk & Co., was recently included as a Cool Vendor in Gartner, Inc.’s Cool Vendors in Automotive, 2007 report. RLP Technologies is a provider of data management solutions for the automotive and other industries. Gartner is a leading global provider of information technology related research and advice.

The research report was authored by Thilo Koslowski, Gartner’s principal automotive and manufacturing analyst, who states that “the automotive industry is at the beginning of a recovery” and that the industry has the opportunity to leverage information technology “to create compelling products and consistent, positive retailing experiences.” Mr. Koslowski believes that one of the challenges the industry faces is to “forgo the traditional ‘siloes’ decision making processes in favor of a holistic, cross-functional approach.”

Among the more important and immediate opportunities within the automotive industry is how to better manage sales lead generation processes, increase sales lead conversion rates, and improve sales lead efficiencies. R.L. Polk’s new Lead Management solution offering, which directly leverages RLP Technologies’ OneView360° technology infrastructure, specifically addresses this market need. It also provides an excellent example of how to leverage information technology to support better decision-making and better customer experiences.

“We are very pleased to be included as one of Gartner’s Cool Vendors and to be evaluated by such a well-known and prestigious information industry research organization”, said Norm Marks, Vice President of Sales and Marketing for RLP Technologies. “We believe their analysis reinforces the strong positive feedback we have been getting as we roll out our new technology. Our OneView360° solution can certainly help vehicle manufacturers, automotive suppliers, and dealerships better manage their information assets and make better business decisions.”

About RLP Technologies

RLP Technologies is a technology company providing specialized database integration, data management, and database production solutions. The company is a subsidiary of R.L. Polk & Co., the premier provider of automotive information and marketing solutions. For further information on RLP Technologies, please visit www.rlpt.com.

About Gartner’s Cool Vendors Selection Process

Gartner’s listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new, and innovative vendors, products, and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness to a particular purpose.

Gartner defines a Cool Vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they could not do before; Impactful, have or will have business impact (not just technology for the sake of technology);, and Intriguing, have caught Gartner’s interest or curiosity in approximately the past six months.