

Invoice For  
**Five Star Dealerships (5800)**

Invoice Number: OP#-00221423  
Salesperson: Bobby Roberts Date Created: 11/13/2012

**Products**

| Product                              | Description  | Qty. | List Price | Sales Price | Sales Tax |
|--------------------------------------|--|------|------------|-------------|-----------|
| Gold 2 Package PROMO                 | Includes: CRM, ILM, inventory management and a VIN website. Requires three days on site training by professional trainer.  | 1.0  | \$4,589.00 | \$3,599.00  | \$285.56  |
| CRM - Bundled Solution               | Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training.   | 1.0  |            |             |           |
| ILM                                  | Internet Lead Management system manages all incoming internet leads. Includes: VinBrochure, reverse look-up, spam assassin and bad lead rejection. Includes mobile application for smart phones.   | 1.0  |            |             |           |
| Inventory Module                     | Inventory Module - monthly   | 1.0  |            |             |           |
| Website - VIN                        | Monthly fee for VIN Website, includes mobile platform for Blackberry, iphone, ipad and Droid. Choose from one of eight best practice themes with customizable colors, and customizable/movable calls to action. Includes up to 40 pages of content, 5 custom content pages, a 17-20 page service department section and the ability for dealer to customize the look and feel by moving modules around within the site. SEO includes recent customers, In addition to Inventory and Titles. These enhancements add functionality, calls to action and improve SEO. | 1.0  |            |             |           |
| Data Integration                     | Data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable.   | 1.0  | \$99.00    | \$99.00     | \$8.32    |
| Customer Text Messaging - 1000 Texts | Customer Text Messaging - 1000 texts per month incoming or outgoing. In the case of overages, dealer will be invoiced for and moved to the ongoing quantity that covers usage. Unused texts are not rolled over.   | 1.0  | \$29.00    | \$29.00     | \$2.44    |
| Website - Microsite                  | Creation of dealer's microsite. Bolsters SEO as well as providing additional real estate for additional details and consumer interaction. Includes one page microsite with a form. Additional content pages for information (max of 2), limited lead pages (maximum of 2) and splash links out to other dealership sites.  | 0.5  | \$199.50   |             |           |
| Call Tracking - 1000 Minutes Local   | Call Tracking - 1000 inbound minutes per month using local phone numbers. Used to populate Dealer website with up to 8 local phone numbers for call tracking and campaign tracking ROI reporting.  | 1.0  | \$69.00    |             |           |

|                                   |   |     |  |  |  |
|-----------------------------------|---|-----|--|--|--|
| Service Dashboard                 | Ties your CRM to your service department dashboard.   | 1.0 |  |  |  |
| Desking Light                     | Enables payment calculator and summary.   | 1.0 |  |  |  |
| Dynamic Comment Builder           | Dynamic comment builder automatically creates rich vehicle descriptions with no two alike.  | 1.0 |  |  |  |
| Email Banner                      | Email Banner  | 1.0 |  |  |  |
| Email Hosting                     | Hosting of dealers' email.  | 1.0 |  |  |  |
| Form Mapping                      | Form Mapping. Up to 3 dealership provided forms.  | 1.0 |  |  |  |
| Mobile Application                | Smart phone application   | 1.0 |  |  |  |
| VinLens                           | VinLens, Customer Information Application allows you to see and track your website traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.  | 1.0 |  |  |  |
| AIS Rebates - Website Integration | Third party vender - website integration.   | 1.0 |  |  |  |
| Blue Book Used Car Pricing        | Used car pricing from Blue Book   | 1.0 |  |  |  |
| VIN Chat                          | VIN Click to Chat. Robust integration. Reports include Chat History, Agent Performance, Chat Analysis and Chat Placement Performance reports.   | 1.0 |  |  |  |
| Craigslist - Manual               | Craigslist listings manual tool   | 1.0 |  |  |  |
| eBay Listings - 10                | 10 eBay listings included in Inventory Module or 10 additional listings. eBay listing charges are paid by dealer.   | 1.0 |  |  |  |
| Inventory Gallery for Website     | Inventory Gallery display - monthly   | 1.0 |  |  |  |
| Market Pricing Tool               | Local market pricing tool   | 1.0 |  |  |  |
| NADA Used Car Pricing Tool        | NADA used car pricing tool  | 1.0 |  |  |  |
| Photo Overlay                     | Photo overlay display - monthly   | 1.0 |  |  |  |
| SEO - Advanced                    | <ul style="list-style-type: none"> <li>• Keyword market research analysis</li> <li>• Market Control Dealer SEO Titles</li> <li>• Primary Optimization for three city specific locations</li> <li>• Search Engine Friendly Automotive SEO URLs</li> <li>• Long tail SEO</li> <li>• Location Specific Page heading and content optimization</li> <li>• Lead Generating Vehicle Detail Pages</li> <li>• Integrated Content Management</li> <li>• Inventory Specials &amp; Featured Vehicles</li> <li>• Search Engine Optimized Automotive Content</li> <li>• Ability to Add Custom Pages</li> <li>• Dynamic OneClick Inventory Search</li> <li>• Boomerang Coupon Technology</li> <li>• Integrated Vehicle Video's</li> <li>• High Resolutions Pictures (Unique to VinSolutions)</li> <li>• RSS Feeds (Inventory &amp; Specials)</li> <li>• Enhanced XML Sitemaps (Google, Bing &amp; Yahoo!)</li> <li>• Robot.txt file</li> <li>• Google Analytics &amp; VinSolutions Integrated Analytics</li> <li>• Local Listing URL Submission plan</li> <li>• Social Media Plugins</li> <li>• HTML Optimization</li> <li>• Recent Customer community specific pages</li> <li>• Sold Vehicle SEO Pages</li> <li>• Dealer Market SEO wrap</li> <li>• 5 SEO service driven Sub Pages</li> <li>• Page Header Enhancement</li> <li>• Platinum Home Page SEO Enhancements</li> <li>• Dominant City SEO scroll bar</li> </ul> | 1.0 |  |  |  |

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|--|--|-----|------------|------------|----------|
| Gold 2 package PROMO onetime fee                 | Onetime fee for Gold package, includes 3 days of training with 1 trainer, expenses paid by dealer                                    | 1.0 | \$8,669.00 | \$2,750.00 | \$231.00 |
| Data Integration - onetime fee                   | Onetime fee for data integration with dealer's DMS. Publishes Vehicle Inventory, F&I Deal History and Repair Orders when applicable. | 1.0 | \$199.00   | \$199.00   | \$16.72  |
| Customer Text Messaging - 1000 Texts Onetime Fee | Customer Text Messaging onetime fee.   | 1.0 | \$49.00    | \$49.00    | \$4.12   |
| Call Tracking - 1000 Minutes Local onetime fee   | Call Tracking - 1000 Minutes Local onetime fee.  | 1.0 | \$69.00    |            |          |
| Service Dashboard onetime fee                    | Setup service dashboard.   | 1.0 |            |            |          |
| Desking Light onetime fee                        | Setup payment calculator and summary.  | 1.0 |            |            |          |
| Email Banner onetime fee                         | Creation of Email Banner   | 1.0 |            |            |          |
| Form Mapping Onetime fee                         | Form Mapping. Up to 3 dealership provided forms.   | 1.0 |            |            |          |
|  | Onetime fee for VinLens, Customer Information Application allows you to see and track your website                                   |     |            |            |          |

|   |  |     |              |
|---|--|-----|--------------|
| VinLens onetime fee                           | traffic in real time. Track click paths to direct market and reactivate customers or prospects listed as bad or lost.  | 1.0 |              |
| Blue Book used car pricing onetime fee        | Blue Book used car pricing onetime fee   | 1.0 |              |
| Craigslist - manual onetime fee               | Onetime fee for manual Craigslist  | 1.0 |              |
| ILM onetime fee                               | Onetime fee for ILM  | 1.0 |              |
| Launch Coordinator                            | Launch coordinator ensures smooth transition to MotoSnap.  | 1.0 |              |
| Inventory Gallery onetime fee                 | Onetime fee for inventory gallery  | 1.0 |              |
| SEO - Advanced Onetime fee                    | Onetime to fee to build Advanced SEO (VinSolutions Website only).  | 1.0 |              |
| Website - VIN onetime fee                     | Onetime fee to create VIN Website.   | 1.0 |              |
| Trainer - Three Day Package                   | Three days on-site with one trainer. All travel expenses paid by dealer. Package is discounted 10%.  | 1.0 |              |
| Photo Overlay Onetime Fee                     | Onetime fee for photo overlay  | 1.0 |              |
| NADA used car pricing tool onetime fee        | Onetime fee for NADA used car pricing  | 1.0 |              |
| Market Pricing Tool onetime fee               | Onetime fee for local market pricing   | 1.0 |              |
| Inventory Module onetime fee                  | Onetime fee for Inventory Module   | 1.0 |              |
| CRM Bundled Solution onetime fee              | Customer Relationship Management System - manages entire customer base. Includes, but not limited to: ILM, spam assassin, bad lead rejection, service marketing, campaign creation, CSR, Wish List, equity mining, reverse look-up, VinBrochures, and free unlimited live online training. | 1.0 |              |
| VIN Chat onetime fee                          | Onetime fee for VIN Click to Chat.   | 1.0 |              |
| AIS Rebates - Website integration onetime fee | Onetime fee for AIS Rebates - website integration.   | 1.0 |              |
| Mobile Application onetime fee                | Smart phone application  | 1.0 |              |
| Email Hosting onetime fee                     | Email hosting for dealer   | 1.0 |              |
| Dynamic comment builder onetime fee           | Setup dynamic comment builder.   | 1.0 |              |
| Credit - AutoTrader Family Discount           | Onetime fee AutoTrader Family discount.  | 1.0 | (\$2,998.00) |

Products/One Time: \$0.00  
 Monthly Recurring: \$3,727.00  
 One Time Shipping: \$0.00  
 Sales Tax: \$296.33  
**Total Now Due: \$4,023.33**

\*Taxes are subject to state and local regulations and are subject to change

\*Does not include Dealer-paid Travel Expenses related to onsite training

☐ Check By Fax

☐ One Time ACH

☐ One Time Credit Card Authorization

Signature

Date

*Copyright VinSolutions.*



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## Payment Authorization

The undersigned customer hereby authorizes VinSolutions, LLC to charge said account on our behalf. If selecting the Check by Fax option, we authorize VinSolutions to submit all pertinent information from this check to our bank for payment as check, and we understand that we are not required to submit the check to VinSolutions.

### ONE TIME AUTHORIZATION

| ACCOUNT HOLDER INFORMATION   |        |                                   |        |
|------------------------------|--------|-----------------------------------|--------|
| Account Owners Name:         |        | VinSolutions Account Number: 5800 |        |
| Address Line 1:              |        | Phone Number:                     |        |
| Address Line 2:              |        | Fax Number:                       |        |
| City:                        | State: | Zip:                              | Email: |
| Opportunity ID: OP#-00221423 |        | Dollar Amount: \$4,023.33         |        |

### Credit Card Payment

| CREDIT CARD INFORMATION |  |
|-------------------------|--|
| Cardholder Name:        | Visa Mastercard AmEx - Please circle one |
| Card Number:            | Expiration Date:                         |

### Check by Fax

| CHECK BY FAX INFORMATION (ACTUAL CHECK MUST ACCOMPANY THIS FORM) DO NOT MAIL |                          |
|--|--------------------------|
| Bank Name:   | Bank Phone:              |
| Name on Bank Acct:   | Check Number:            |
| Bank Routing Number:   | Checking Account Number: |

### ACH (Electronic Debit)

| ACH (ELECTRONIC DEBIT) (VOIDED CHECK MUST ACCOMPANY THIS FORM) |             |
|--|-------------|
| Bank Name:   | Bank Phone: |
| Name on Bank Acct:   |             |
| Bank Routing Number:   |             |
| Checking Account Number:                                       |             |

| ACKNOWLEDGEMENT       |        |
|-----------------------|--------|
| Authorized Name:      | Title: |
| Authorized Signature: | Date:  |