

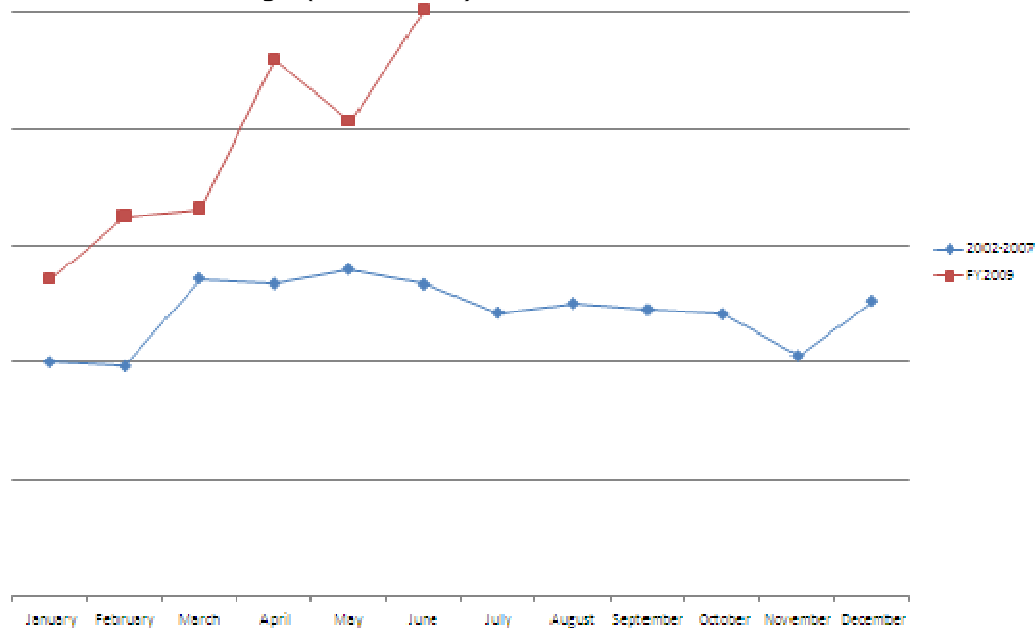
## Executive Summary

From Q02 2008 to Q02 2009, Atlanta Imported has been a fantastic example of how a partnership with SimplePart can transform a business. When the partnership with SimplePart began in 2008, 90% of Atlanta Imported's \$550k annual business was from traditional phone and catalog sales; annual online sales contributed less than \$50k.

In 2009, Atlanta Imported is on track to close \$900k in annual sales, of which more than \$425k was transacted through their SimplePart website; combined monthly retail and web sales are in excess of \$100k for the first time in more than 30 years of business.

By leveraging SimplePart to expand into new markets, Atlanta Imported has protected itself from changes in customer spending in any one market and can rely on consistent monthly revenues to expand the business and continue to earn market share previously held by their competition.

2009 YTD vs. Average (2002-2007)



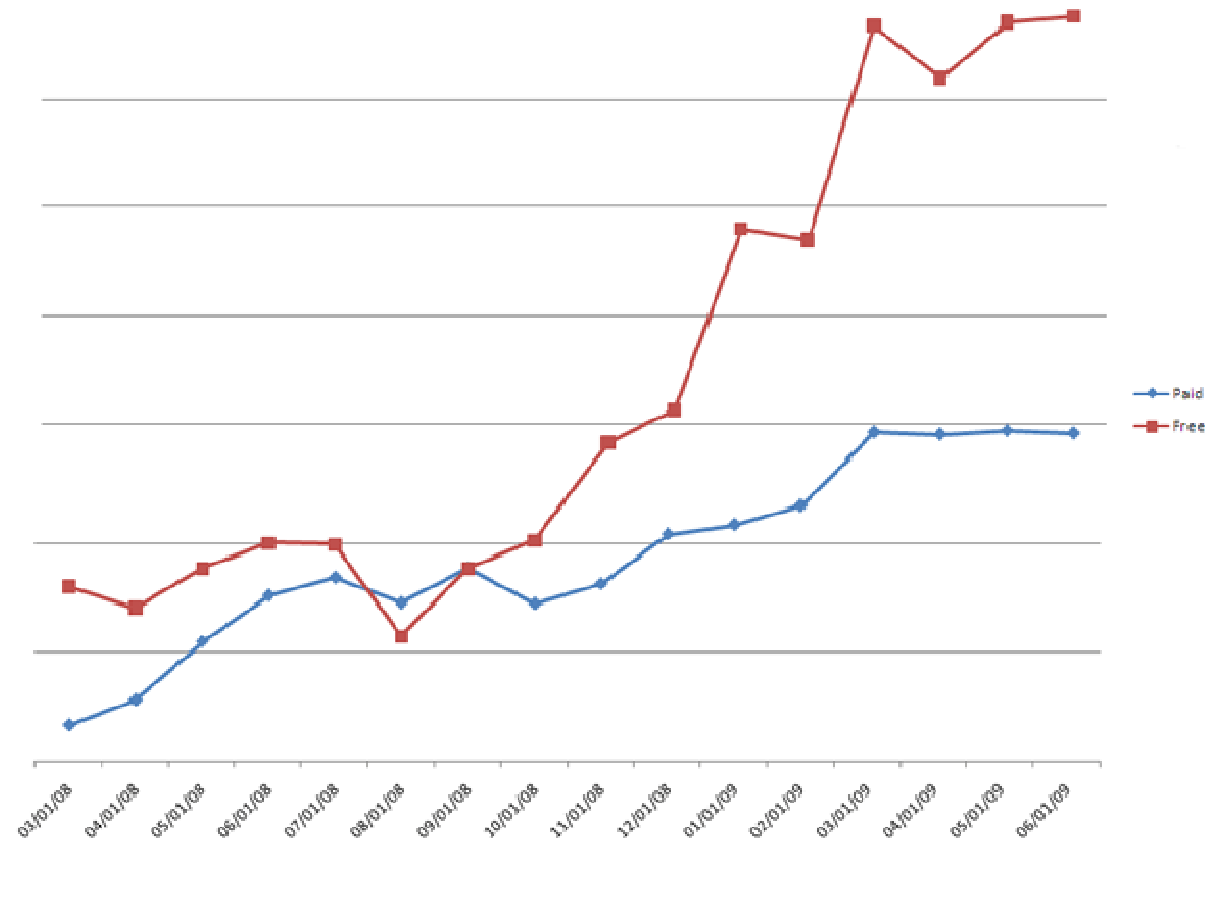
## Traffic Mix

Currently, 29% of monthly traffic to EnglishParts.com, MiataZone.com, AllMiniParts.com and MGBSource.com come from paid partners. These include Google AdWords, Yahoo Ads, Microsoft AdCenter, Shopping.com, Shopzilla.com and Amazon. The remaining 71% are from free organic sources. Traffic from paid partners accounted for 35% of net income (after CPC expenses) in the month of June, 2009.

The consistent growth in traffic from free (organic) sources can be attributed to SimplePart's strong SEO strategy – on average over the last six months, Atlanta Imported has seen an increase in users of more than 40% per month.

This healthy mix is key to long term growth, and has allowed Atlanta Imported to adjust traffic profiles in time with the changing markets. The emphasis on developing organic (free) traffic enabled Atlanta Imported to maintain – and even increase – traffic levels through late 2008 despite an industry-wide slowdown.

### Traffic Mix

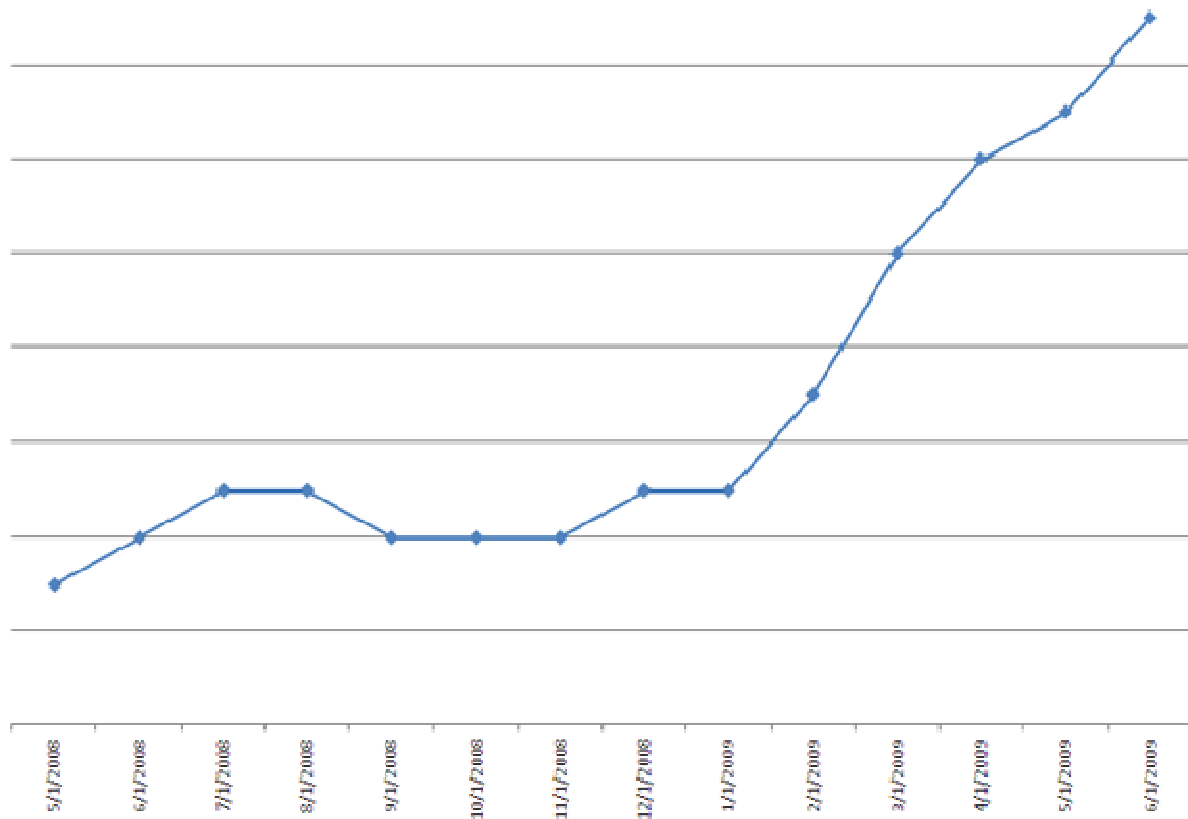


## Order processing and Customer Self Service

In 2009, Atlanta Imported has relied heavily on SimplePart's order management system. This system allows Atlanta Imported to track stock, compose bids that allow their suppliers to compete to provide them the lowest price on their parts orders, allocate received parts orders and allow customers to self-manage their accounts. This system has cut "order status" calls down by more than 20%.

Further, by using SimplePart's innovative bin-based order tracking system, Atlanta Imported has been able to seamlessly handle a 100% increase in daily orders. While traditionally a product specialist was required to receive purchase orders, locate products and fill orders, with SimplePart's order flow management Atlanta Imported has been able to migrate to a non-specialist shipping team, freeing their specialized employees for tasks that truly add value.

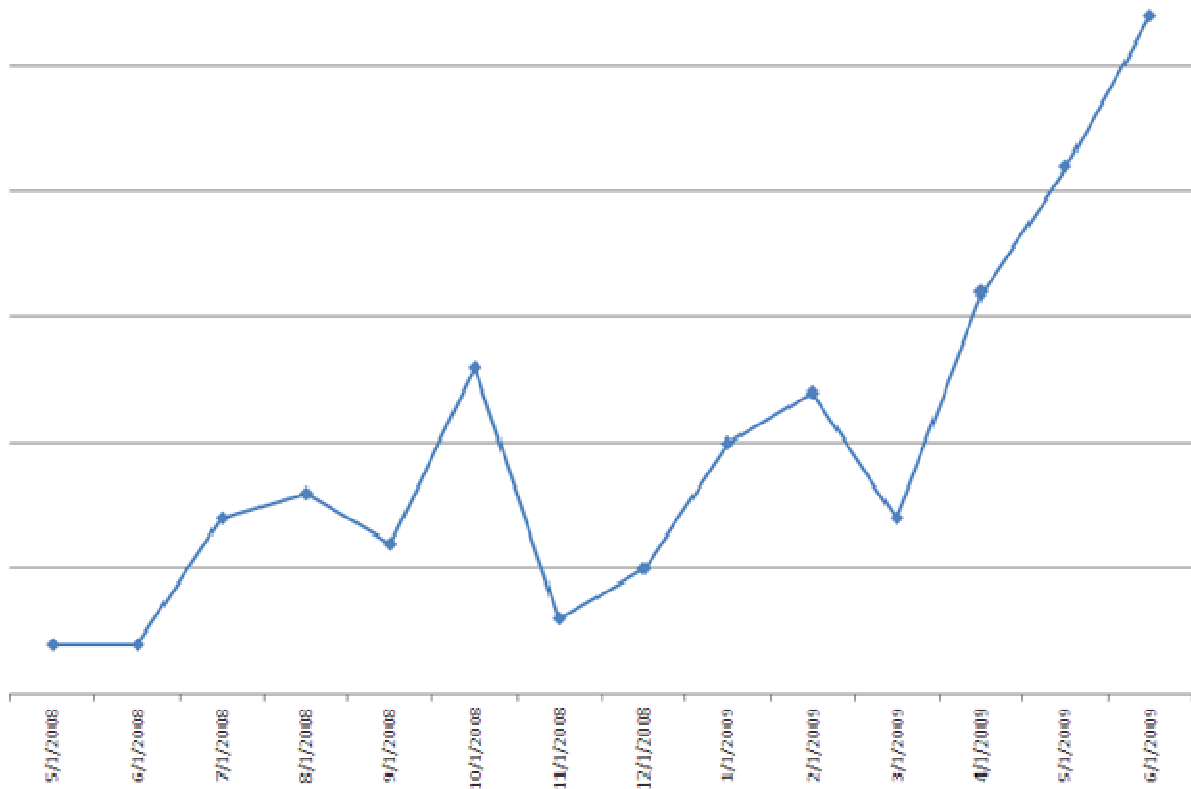
## Orders per Day



## Repeat business

Atlanta Imported has always had a strong commitment to customer service. SimplePart has enabled them to take that customer focus to the web, and enjoy a strong repeat-customer business. Seasonal variations in traffic aside (October – February), Atlanta Imported has enjoyed a steadily growing repeat business.

## Monthly Orders by Repeat Buyers



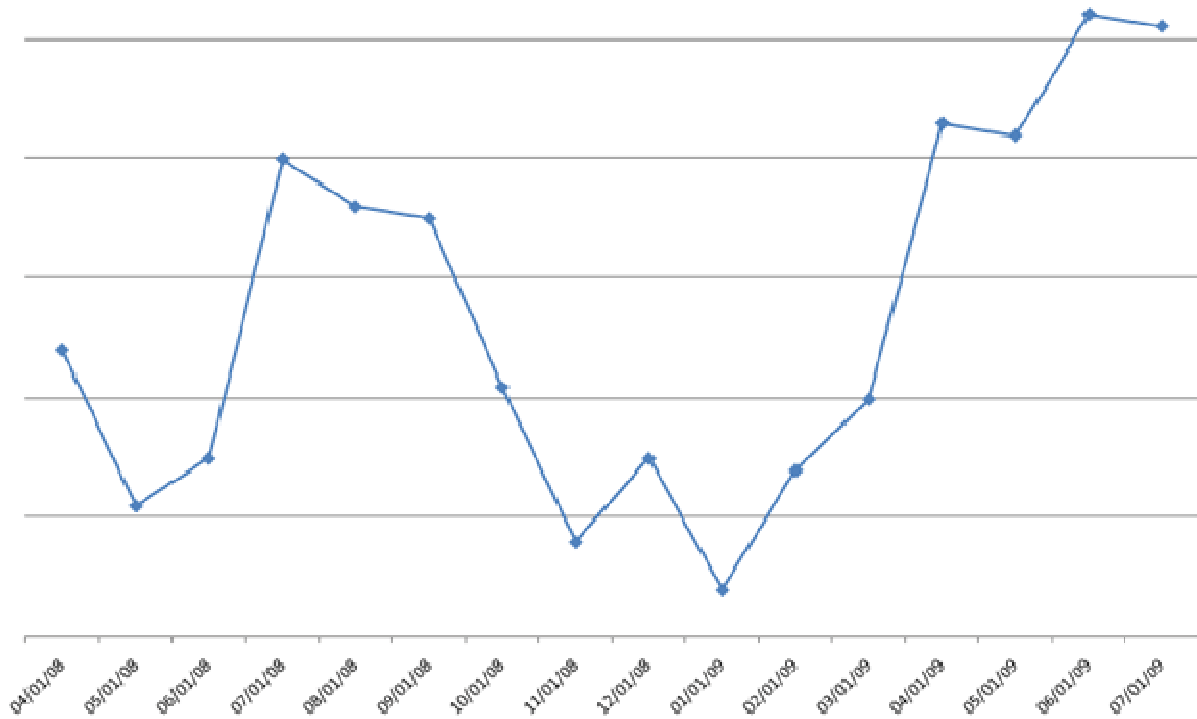
## Conversion rate

Due to SimplePart's innovative search and friendly site layout, Atlanta Imported has enjoyed a strong conversion rate through late 2008 and the first half of 2009. Seasonal factors affecting the classic British business dictate a standard 20% drop in volume from October through to February, but for the first time in more than 20 years in business, Atlanta Imported was able to realize a boost in sales for the month of December, due to seasonal sales and email marketing. Despite external economic factors, with SimplePart, Atlanta Imported saw no more of a seasonal drop in 2008 than has been observed in previous years.

SimplePart's unique technology allows for paid traffic from our partners to land on a page which reacts to the search they entered on our partner site – ie, if the traffic comes to us from Google, we are able to capture the original Google search and use that to customize the landing page. Because of this, paid partner traffic has been particularly lucrative for Atlanta Imported and as they increase monthly ad spend through SimplePart, (now 10x the daily budget in early 2008) they can be assured of a predictable return to the bottom line.

This strong conversion contributed to an increase of more than 100% in daily order volume from January to February 2009.

Conversion Rate by Month



## New Lines of Business

In October of 2008, Atlanta Imported took on a catalog of Mazda Miata and Mini Cooper products. With SimplePart, this new catalog of products was integrated into their existing website look and feel, and they were online and selling parts within 48 hours. In less than six months, using no traditional outside advertising whatsoever, Atlanta Imported now ships more than 25 orders per week of Miata and Mini products.

*Miata and Mini Sales per Week*

