



ALLDATA(R) Unveils Next-Generation Web Site; Service Providers and Vehicle Owners Benefit

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ELK GROVE, Calif., Nov. 21 /PRNewswire/ -- ALLDATA(R), the worldwide market leader in computer-based auto repair information for professional service providers, has upgraded their web site at www.alldata.com. The new site clearly differentiates between service providers and vehicle owners, providing quicker access to automotive content and product and service information specific to the needs of the user.

"ALLDATA.com now provides a more welcoming look and feel emphasizing user- friendliness and intuitive usability," said Walt Samuelson, EVP/COO, Customer Satisfaction of ALLDATA. "The site now features 'channels' for its service provider and vehicle owner audiences."

Vehicle owners can access automotive technical tip articles written by ASE Master Technicians, find local ALLDATA-equipped shops, obtain free technical service bulletin and recall titles, review factory recommended maintenance schedules for their vehicle, and ask questions of ALLDATA. ALLDATA believes providing this kind of information to the vehicle owner will help them better understand how to care for their vehicles. The Internet is offering all manner of education, and consumer information about the vehicles they own and drive is no different. By having access to information on safety, reliability, performance and comfort, the vehicle owner is better prepared to ensure the proper services are completed on their car and more willing to pay for those services.

The service provider channel allows visitors to view the latest ALLDATA repair shop related press releases through dynamic listings, access product and service information or contact an ALLDATA sales representatives in their area.

Shortly, ALLDATA customers will have the ability to access account information in a secure environment. Future work will focus on personalization and customization, adding more content and employing more interactive enhancements to match the interests of our professional customers.

With regards to the web site improvements, Samuelson concluded, "ALLDATA is using state-of-the art enterprise technologies which enable the company to rapidly develop Internet applications and move our business into the Internet economy."

About ALLDATA

ALLDATA is the leading provider of automotive business solutions to the Professional Automotive Service Industry. ALLDATA's flagship product, the ALLDATA(R) database, includes computer-based diagnostic and repair articles, factory technical service bulletins and illustrations including original equipment wiring diagrams. The ALLDATA database is available to ALLDATA customers over the Internet and in CD-ROM or DVD formats.

ALLDATA is building strategic alliances to bring additional value-added products and services to our customer base. Visit the ALLDATA web site at www.alldata.com for more information.

In 1988, ALLDATA delivered its first product, and in 1996 AutoZone (NYSE: AZO) purchased the automotive information leader. Over 30,000 professional automotive repair shops across the United States and Canada depend on ALLDATA for their automotive repair information needs.

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