



Patty Cox
Chief Marketing Officer
NeoSynergy, Inc.

Consumers shop online. Advertising budgets are making the shift too. NeoSynergy's chief marketer, Patty Cox, is ready to help dealers make the switch and tap into the demand for real-time pricing on their best new car deals.

"Automakers and dealers recognize the Internet as a legitimate shopping channel," explains Cox, Chief Marketing Officer of NeoSynergy, Inc. "But they're still having difficulty getting their inventory out there. With our *Best Deals* software, you can advertise nationally as many products as you choose, rather than only the two or three you can afford to advertise in the Sunday newspaper."

Cox joined the NeoSynergy executive team in February 2008. She has 20 years of automotive experience and specializes in online business-to-consumer and business-to-business marketing. She most recently served as Senior Vice President and Director of Interactive Media for Weber Shandwick in Birmingham, Mich. At Leo Burnett, in Troy, Mich., Cox led the agency team responsible for Cadillac's Web-based marketing, including www.cadillac.com, customer relationship management and dealer programs. She also developed Ford dealer online portals as General Manager of coolfire.interactive, located in Royal Oak, Mich.

"Patty's very talented with the ideal mix of advertising, marketing and automotive experience," said David Wassmann, Chief Executive Officer and President of NeoSynergy. "She understands the consumer mindset and the shift from traditional channels to the online space."

Cox lives in Ortonville with her husband and three children. She's a competitive soccer player and has recently taken up competitive horse riding. Cox received her bachelor's degree from Oakland University and advanced

degrees from Wayne State University, including a law degree with a focus on cyberlaw and intellectual property.

About NeoSynergy, Inc.

NeoSynergy, Inc. (<http://www.neosynergy.net>), based in Bloomfield Hills, Mich., is a provider of Web-based enterprise automotive retail management, advertising and e-commerce software and services to the automotive industry. NeoSynergy's suite of products – *Best Deals*, *Buy Direct* and *DARWIN XE* – enable manufacturers, service providers, dealers and consumers to be linked in real time via the Internet to seamlessly conduct vehicle, parts and service transactions. NeoSynergy's products allow dealers of all sizes to improve operational efficiency, generate revenue and consolidate accounting across multiple locations, franchises and system services.

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