

FOR IMMEDIATE RELEASE

Next generation of Enprecis Insight Service released for Mazda North American Operations

Bellevue, WA, January XX, 2009 – Enprecis, the online leader in dynamic capture of consumer-generated marketing intelligence for the automotive industry, today announced the release of its next generation Enprecis Insight Service (EIS) for Mazda North American Operations. Mazda, an early adopter of Enprecis technology, uses the Enprecis platform to augment their Quality Assurance program, bolster customer satisfaction and improve vehicle quality rankings in real-time. “The information is far more timely and useful, in addition to providing production month (or even weekly or daily, if needed) break-outs, assisting in the validation of countermeasures,” says John Crowe, Mazda’s Director of Quality.

“With our latest EIS release, the Enprecis solution now provides manufacturers with valuable consumer opinions about the vehicles they drive and their likes and dislikes regarding such things as vehicle styling, safety, performance and interior comfort,” said David Brondstetter, President and Co-Founder of Enprecis. “The platform also allows manufacturer’s to obtain CSI and SSI feedback, and demographic information from vehicle owners.”

Mazda, the most improved vehicle manufacturer in quality according to recent studies, has used the Enprecis solution for over two years and has found it provides their company with invaluable feedback. This new EIS version offers an enhanced, web-based reporting &

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analytics engine that enables manufacturers and their registered users to quickly analyze and understand consumer insight data anywhere, anytime; making it a substantial solution for manufacturers with overseas owners and/or operations. The Enprecis solution provides open access by multiple registered users to updated consumer responses less than 24 hours after their survey responses have been submitted.

“Enprecis provides us with a Voice of Customer feedback that exceeds any other system I’ve ever seen,” said Dave Girolamo, Manager, Quality Assurance, Mazda North American Operations “The ability of Enprecis to capture and categorically analyze verbatim comments provides us with unprecedented detail that we were unable to obtain with any other product.”

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About Enprecis

We are an evolutionary company that specializes in helping manufacturers gain the most from their Consumer Insight initiatives. Our solution enables manufacturers to perform penetrating marketing research without having to pay for extensive surveys or make a big investment in business intelligence software that takes years to implement. Whether your needs are large or small, complex or simple; Enprecis can help. Please call us today and find out how. Ashley Farrington, Director of Marketing at 425-890-0025; Ashley@enprecis.com, or visit us online at www.enprecis.com.

About Mazda

Headquartered in Irvine, Calif., Mazda North American Operations oversees the sales, marketing, parts and customer service support of Mazda vehicles in the United States, Canada, Mexico and Puerto Rico through nearly 900 dealers. Operations in Canada are managed by Mazda Canada, Inc., located in Ontario; in Mexico by Mazda Motor de Mexico in Mexico City; and in Puerto Rico by Mazda de Puerto Rico in San Juan. For more information on Mazda vehicles, visit the online Mazda media center at www.mazdausamedia.com