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PenFed Introduces Hassle-Free Online Car Buying Program

Price Quotes Offered Online with Average Savings of \$4,302 off MSRP

Alexandria, Virginia and Santa Monica, Calif. (February 8, 2011)—Pentagon Federal Credit Union (PenFed), the third largest credit union in the U.S., today announced that it has partnered with Zag, a TrueCar, Inc. company, and the leading provider of mobile and online car buying programs, to launch an online car buying program for their customers.

The PenFed Auto Buying Program will be available to PenFed customers by visiting http://penfed.zag.com. The program allows customers access to a comprehensive site where they can research new and used vehicles; get safety information, see photos and videos of vehicles, read reviews, and receive actual price quotes on vehicles from dealers in the program located in their area.

"We are excited to partner with Zag and TrueCar, Inc. to bring a car buying service to our membership that allows them to save both time and money," said Betsy Henkel, Chief Information and Marketing Officer at PenFed. "PenFed is all about offering quality products and services that deliver exceptional value to our members, and TrueCar's services fit perfectly into this model."

The PenFed Auto Buying Program is unique in that customers do not have to enter their e-mail address or provide any personal contact information to dealerships in order to see their price quote; price quotes are all offered upfront. The program not only saves customers time and the hassle typically associated with the car buying process, it also saves them money. Across Zag's more than 40 membership-based car buying programs, consumers save on average \$4,302 off of MSRP¹. Additionally, as part of the partnership, PenFed will share with its customers TrueCar's new vehicle pricing data as well as its monthly TrueTrends report, which features the best and worst days of the month to buy a car, as well data

on incentives and the greatest overall discounts by make, manufacturer and type of vehicle.

"We are proud to partner with PenFed to offer our nation's military servicemen and women, and veteran's access to a car buying platform that makes the car buying process easier and more convenient for them, while saving them money," said Stewart Easterby, GM of Zag.

About PenFed

PenFed is the third largest credit union in the United States with over a million members and assets in excess of \$14.7 billion. The credit union provides worldwide service to Department of Defense, Army, Marine Corps, Navy, Air Force, Coast Guard, and Department of Homeland Security personnel; members of the VFW; employees or volunteers of the American Red Cross; employees of Tripler Army Medical Center, and others in the defense community and their families.

For more information about PenFed or to learn more about membership, visit www.PenFed.org or call 800-247-5626.

About Zag

Zag (www.zag.com), a TrueCar, Inc. company, has created a better way to buy a car. Zag powers online and mobile car buying programs for more than 40 of the nation's leading membership-based organizations including USAA, AAA Clubs, American Express and Upromise. Zag leverages group-buying power with its nationwide network of over 4,400 Certified Dealers to provide car shoppers with competitive, upfront price quotes and a no-haggle, no-hassle, car buying experience. Over 200,000 new and used cars have been sold by Zag Certified Dealers since the launch of the first program in 2006. In 2010, Zag was named one of the fastest-growing companies in Los Angeles County by the Los Angeles Business Journal. Zag, and TrueCar, Inc. are based in Santa Monica, CA.

About TrueCar, Inc.

TrueCar, Inc. is a revolutionary online automotive solutions provider on a mission to change the way cars are bought and sold. The company is pioneering the automotive industry's adoption of upfront, transparent pricing by distributing timely and accurate transactional data on what other people actually paid for a particular vehicle locally, regionally and nationally. You can follow TrueCar on Twitter @truecar and become a fan of TrueCar on Facebook at http://www.facebook.com/truecar.

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ⁱ Including incentives as of Q4, 2010