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Identifix® Direct-Hit™ Grows at Rapid Pace to 10 Million Vehicle Look Ups per Year

ST. PAUL, MN, March 17, 2010 – [Identifix® \(www.identifix.com\)](http://www.identifix.com), one of the nation’s premier sources of online and hotline vehicle diagnostic and repair information, announced today that the company has passed a new milestone for Direct-Hit™ usage with its 23,000 subscribers now accessing fix and preventive maintenance information on 10 million vehicles per year.

Direct-Hit is Identifix’s subscription based online diagnostic information source offering real-world, proven diagnostic and fix information. It was developed from over 3.6 million Identifix Repair Hotline calls to the company’s 45 ASE master certified technicians. Direct-Hit delivers more than 360,000 Hotline Archives and is continually updated with over 6,000 new vehicle symptoms, associated short-cut tests and fixes added to the database each month.

“The growth from three to ten million vehicle look ups in the past three years is a direct result of the growing subscriber base that relies on the increasing number of confirmed fixes on our site. In the past, Direct-Hit was considered a helpful tool that shops used on an as-needed basis to find a fix,” said Jeff Sweet, Identifix President. “Now we’re seeing more shop owners and their staff turning to Direct-Hit *first*, viewing our information as a necessary and trustworthy resource to repair vehicles faster and more efficiently through the routine use of Direct-Hit,” Sweet added.

“I have been using Direct-Hit in all of my shops since 2003 and my technicians say that it has become an invaluable tool – especially as we move into other less familiar services. Direct-Hit has dramatically reduced diagnostic time particularly on issues that are outside our comfort zone. My guys use Direct-Hit every day,” commented Joe Stranik, shop owner in St. Paul, MN.

Direct-Hit enables technicians to perform repairs profitably and accept repair services on jobs that otherwise might have been turned away. The company also serves as a content supplier to Microsoft’s MSN.Auto web site, providing data on used vehicle reliability and reparability.

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About Identifix:

Identifix[®] is a wholly owned subsidiary of Service Repair Solutions, Inc. (SRS) www.servicerepairsolutions.com, which Inc. Magazine ranked in 2009 as the 63rd fastest growing independent software company in the United States. Since 1987, Identifix has evolved into the nation's best source for knowledge of what breaks on vehicles, what vehicles it breaks on, and how to fix those vehicles correctly. The knowledge base is created from data gathered from the more than 250,000 annual calls it receives from technicians seeking diagnostic assistance for vehicle repair problems; its staff of 45 master technicians (with over 1,000 years combined years of experience performing vehicle diagnostics); and the nation's most comprehensive on-site library of factory vehicle service information. Identifix products and services include: Repair Hotline[™], Direct-Hit[™], Repair Trac[™], and consulting services to automotive equipment manufacturers. For more information visit: www.identifix.com