



FOR IMMEDIATE RELEASE
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**The Wholesale Institute Celebrates First Birthday
With Session at Manheim's DRIVE Center**
\$5,000 Educational Scholarship To Be Awarded at Event

ATLANTA — The Wholesale Institute (TWI), a traveling workshop powered by OVE.com and Manheim that teaches franchised and independent dealers how to use online resources to achieve profitability goals, will hold a special session Monday, March 17, to celebrate its first birthday.

The free event will be held at Manheim's DRIVE Center in Stockbridge, Ga., a one-of-a-kind innovation laboratory and training facility, and will highlight TWI's commitment to dealer education. In honor of TWI's birthday, one dealer attendee will win a \$5,000 scholarship for their child or the child of a relative to the educational institution of their choice. Dealers can register for the session and view full contest details at www.thewholesaleinstitute.com. The winner will be announced at the end of the session and must be present at the workshop to win.

"For the last year, the TWI team has had the privilege of educating dealers all over the nation about the value of purchasing wholesale vehicles online," said Amanda Young, national sales training manager for OVE.com and facilitator of The Wholesale Institute. "Giving one of our workshop attendees the opportunity to help someone else learn is a perfect way to celebrate our first birthday."

Historically, TWI has covered a variety of topics and best practices for dealers interested in using online channels, including: Internet Explorer basics, in-depth buying and selling, post-sale inspections, transportation, post-sale follow-up, retailing a virtual unit and arbitration policies. In January 2008, however, format for the workshop changed a bit, and it now includes tips on making the best use of all Manheim's online properties, including OVE.com, Manheim.com and Manheim Simulcast.

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TWI has held 20 sessions since its first workshop in March 2007 and has educated hundreds of dealers. Many of TWI's workshops are held at Manheim's more than 90 North American operating locations. For more information visit www.thewholesaleinstitute.com or call (866) 423-5678.

About The Wholesale Institute (TWI)

The Wholesale Institute (TWI), powered by Manheim and OVE.com, is a free, traveling workshop designed to assist a dealership in developing "Best Practices" for managing its used vehicle inventory. The workshop helps both independent and franchised dealers create step-by-step procedures for buying inventory online, and provides tips on using Manheim's online properties including OVE.com, Manheim.com and Manheim Simulcast. The course also helps dealers eliminate the fear associated with using today's technology. A TWI workshop could be coming to a city near you. More details and the latest course schedule can always be found at www.thewholesaleinstitute.com.

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