



PRESS RELEASE

For Immediate Release

SPIFFIT ANNOUNCES NEW CORPORATE WEBSITE LAUNCH

SPIFFIT ROLLS OUT INFORMATIVE MOTORSPACE RETAIL DEALERSHIP WEBSITE

Denver, CO., December 5, 2014. – Spiffit, a provider of automotive retail sales incentive management application dashboards, today announced the launch of www.spiffit.com to provide motorspace retailers with information regarding Spiffit's solutions. Spiffit's website provides a single portal for motorspace retailers to discover how Spiffit efficiently addresses the complex needs of managing and implementing sales performance incentive funds (Spiffs) through automation.

“Spiffit's website offers our ‘one-of-a-kind’ approach for managing and operating real-time spiff programs,” stated Spiffit CEO & Founder, Sean Ugrin. “Automotive dealers run their dealerships with a myriad of dealer management systems (DMS). Spiffit makes sense of vast amounts of DMS data that our dashboards compile; offering easy-to-read, updated, and meaningful information. No more transferring data from spreadsheets, then to whiteboards for managers to track their incentive program performance. Spiffit has enables managers to generate ROI from their programs, as well as positively influence employee behavior.” “Spiffit aligns tactics with strategy, automatically and in real-time”.

About Spiffit

Spiffit is a leading provider of SaaS motorspace sales incentive applications that drive revenue. Spiffit's powerful solution has been proven to increase performance by promoting and rewarding team behavior for dealers, dealership groups, suppliers and providers. Spiffit, located in Denver, CO, has been growing steadily as automotive dealers see the improved results achieved by implementing and managing multiple Spiff programs.

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