

Press Release

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FOR IMMEDIATE RELEASE

WALKTHELOT.COM, INC. RELEASES “WEBLOT PHOTO MATCH”, ENABLING AUTO DEALERS AND WINDOW STICKER COMPANIES USING “MOBILELOT” FOR ANDROID TO USE AN EXTERNAL CAMERA FOR TAKING HIGH QUALITY VEHICLE PHOTOS.

SAINT AUGUSTINE, FL (July 18, 2012) – WalkTheLot.com, Inc. announces the release of “WebLot Photo Match”, a supportive utility for their “MobileLot” for Android® application.

“WebLot Photo Match”, a Windows® utility, allows users of the WalkTheLot.com “MobileLot” Android® application to use an external digital camera to take high quality vehicle photos rather than using the built-in camera on their Android® mobile devices.

“MobileLot” is an Android® application that allows window sticker printing companies, as well as auto dealers, to scan and decode VIN bar codes in order to very rapidly collect automotive data. It is also used to take vehicle photos, print window stickers and buyers guides, and immediately publish vehicle data to the Internet.

“In today's competitive market, the quality of vehicle photos is an essential selling point when window sticker printing companies are offering their services to dealer clients”, says WalkTheLot president Ken Rucker. “Our “MobileLot” Android® app enables clients to very rapidly and accurately collect and process vehicle data and print window stickers. However, built-in mobile device camera's still have their limitations when it comes to certain camera angles and lighting conditions. In order to ensure our clients are able to maintain a photo quality edge over their competitors, and provide consumers with the best quality vehicle photos, it was imperative that we develop a means for them to be able to use their external digital camera's without making the process more time consuming.”

“WebLot Photo Match” automatically matches vehicle photos to the proper vehicles in batch mode based on the date and time the photos were taken. Then, with the click of a button, the utility automatically

resizes the photos to the Internet appropriate dimensions and quality of the users choice, packages them into a Zip file and uploads them via FTP to the Internet servers where optional overlays are added and they are assigned to their vehicles.

Both “MobileLot” for Android® and “WebLot Photo Match” are free. All that is required to use either application is a WalkTheLot.com “WebLot” account.

WebLot Photo Match Product Information:

www.walkthelot.com/Products/WebLotPhotoMatch/

MobileLot Product Information and Video:

www.walkthelot.com/Products/MobileLot/

About WalkTheLot.com

WalkTheLot.com is a privately held company which has been in business since June 2000. They provide software technology for the used car window sticker printing and vehicle data collection and distribution industry, primarily window sticker printing companies, however, many dealerships Nationwide also use their products to handle their own printing and inventory distribution in-house.

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