

Press Release

April 19, 2012

WalkTheLot.com, Inc.
92 Anastasia Lakes Dr.
Saint Augustine, FL. 32080
800.615.9981

Contact: Ken Rucker
Phone: 800.615.9981 Ext. 10
Fax: 904.600.5071
Web: www.walkthelot.com
E-mail: ken@walkthelot.com

FOR IMMEDIATE RELEASE

WALKTHELOT.COM, INC. RELEASES THE FIRST COMPLETE AUTOMOTIVE DATA COLLECTION AND WINDOW STICKER PRINTING APP FOR ANDROID DEVICES

SAINT AUGUSTINE, FL (April 19, 2012) – WalkTheLot.com, Inc. announces the release of “MobileLot” for Android.

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

“Our main motivation with this product was to take full advantage of the latest technology in order to greatly increase productivity for our window sticker company clients,” says WalkTheLot.com president Ken Rucker. “The quicker that they can process each vehicle, while still maintaining the highest standards, the larger their businesses can grow; and the more frequently that they can service their dealers clients. Now with nothing more than a hand-held Android device, a wireless or Bluetooth printer, and a mobile Internet connection, they can run their businesses easier, more efficiently, and more profitably than ever”.

Even though “MobileLot” runs on a mobile platform, it doesn't skimp on functionality. “It was extremely important to us that users didn't have to sacrifice the features that they are used to using with our other products; features such as automatic image resizing and dealer banner watermarks, QR codes, the ability to print CARFAX® highlights, customizable stickers, VIN decoding, and an intuitive user interface,” says Ken Rucker. “This is one reason why we chose the Android operating system; It wasn't near as locked-down as other mobile platforms, which would have resulted in greatly restricting what we were able to accomplish in the app”.

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.

#