

CarsDirect.com's XML based eCommerce Systems Powered by Altova's AUTHENTIC 5

Beverly, MA, Feb 26, 2003 - Altova Inc. (<http://www.altova.com>), the world's leading XML software tools producer, today announced that it has supplied CarsDirect.com with their XML document editing software, AUTHENTIC 5, for use in personalizing their mission-critical eCommerce Systems.

CarsDirect.com (<http://www.carsdirect.com>) is the leading multi-brand online car buying service, providing new and pre-owned automobiles and related products and services. As the pioneer of the direct online car buying model, CarsDirect.com has become the natural choice for consumers who demand objectivity, selection and upfront pricing, and for dealers who want to leverage the Internet for cost-effective incremental sales and revenue. CarsDirect.com offers no-haggle, upfront new car pricing to consumers, who can research, price, order, purchase, insure and finance a vehicle online via an intuitive website that offers product information for nearly every make, model and style of automobile available in the United States.

"We are using Altova's AUTHENTIC 5 to manage and work with our internal XML documents, in a project involving a user-friendly control interface for determining how purchase options are presented to consumers on our Web site. Briefly, business managers decide how they want to present an automotive purchase opportunity to a customer via the logic, which is captured in an XML document. Once QA'd, the XML document is pushed to the production website where it personalizes the flow of web traffic. John L. Dohoney, Jr. Vice-President, Engineering and Application Development, Carsdirect.com said, "This system has increased our conversion from a lead to sale, resulting in an increase on the bottom line."

Pricing and Availability

AUTHENTIC 5, is available immediately for free download at http://www.altova.com/download_authentic.html and is now offered under a free software license.

Visit the Altova booth and see a live demonstration of AUTHENTIC 5 and other Altova products line at an upcoming software tradeshow this spring 2003:

- BEA EWorld, Orlando, Florida, March 2-5, 2003
- Web Services Edge East, Boston, Massachusetts, March 19-20, 2003
- AIIM Content Management Solutions Seminar, April 7-9, 2003

About Altova

Altova, Inc. is a leading provider of XML software solutions with offices in Beverly, MA and Vienna, Austria. The privately held company was founded in 1992 and has been actively involved in the XML market from the early conception of Extensible Markup Language. Altova's XMLSPY 5 is the leading choice of Fortune 500 and Global 1000 companies. Altova's XMLSPY 5 product line is the world's best-selling XML tool and has won the leading industry awards including PC Magazine's Editor's Choice Award and Best Product of 2002. Altova is a technology partner with the world's leading software companies including Microsoft, Oracle, IONA, and Software AG. Altova is a member of the W3C and WS-I. Visit Altova on the web at <http://www.altova.com>.

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