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***TRILLIUM GROUP AND NEW YORK STATE COMPTROLLER TOM DINAPOLI
ANNOUNCE \$9.8 MILLION DOLLAR INVESTMENT IN AUCTION DIRECT USA***

Used Vehicle Superstore Retailer Embarking on National Expansion

ROCHESTER, N.Y. – Trillium Group and the New York State Common Retirement Fund are pleased to announce a \$9.8 million dollar equity investment in Auction Direct USA, a used vehicle superstore retailer headquartered in Victor, NY. The investment will provide the financial base necessary for Auction Direct USA to continue its national expansion. The New York State Common Retirement Fund is the single largest investor in Trillium Lakefront Partners III.

“Through the Common Retirement Fund’s In-State Private Equity Program, we have invested \$221.2 million in 90 companies throughout New York State,” said New York State Comptroller Thomas P. DiNapoli. “These investments are providing the pension fund with strong returns while benefiting both the local and state economy by helping companies grow and creating new jobs. Our investment in Auction Direct USA is just the latest example of the success of this program.”

Launched in October 2005, Auction Direct USA is already the largest used vehicle retailer in the greater Rochester area. The company attributes its success to its low prices, vast vehicle selection, and innovative sales approach which is customer centric featuring an open and honest sales environment. Auction Direct USA customers can choose from a large selection of pre-owned cars, trucks, vans, and SUVs and purchase at the low auction reserve prices plus a flat \$399 fee. All vehicles must meet rigorous quality standards, carry a money back guarantee and are available on a first come, first served basis at Auction Direct USA’s Victor, NY and Morrow, GA locations. In addition to visiting Auction Direct USA’s stores, customers can also view the complete inventory, bid for, and purchase vehicles online at www.AuctionDirectUSA.com.

“The sale of pre-owned vehicles represents the country’s third largest retail category. Auction Direct USA is tapping into this huge market potential and is turning

the traditional vehicle buying experience upside down and empowering the customer,” said Chris O’Donnell, Trillium General Partner. “There is no reason for a customer to not buy at Auction Direct USA,” added O’Donnell. “In fact, about 45% of those who visit the store end up buying from Auction Direct USA, compared to approximately 10% of those who visit other dealerships when looking for a used vehicle. People buy from Auction Direct USA because the savings are significant – up to \$2,500 to \$3,000 per vehicle, and the customer experience is gratifying. Over the past twelve months, Auction Direct USA has saved its customers in excess of five million dollars, relative to Kelley Blue Book.”

“Most other dealers count on a significant profit per vehicle. We make less per vehicle but we are selling more – our approach embraces volume,” said John Iannone, a 20-year veteran of the automotive industry and Auction Direct USA’s CEO. We don’t haggle over price with our customers because we have a flat fee. And, our inventory is of the highest quality so we can offer a three-day or 500 mile money-back guarantee, for any reason – no questions asked. We are excited about the success to date and look forward to satisfying many more customers as we expand.”

Auction Direct USA employs about 120 people. John Iannone and Todd Hoagey, the company’s chief operating officer, lead the management team which is comprised of experienced automotive, retailing, and eCommerce professionals.

The Trillium Lakefront Partners III fund seeks to make growth, buyout/recapitalization, and early stage minority equity investments in businesses that are either based in New York State or who maintain a significant presence within the state. Investments range from \$2 to \$10 million. For more information about the fund, contact Trillium Group at 585-383-5680 or visit www.trillium-group.com.

About Auction Direct USA

Founded in 2005, Auction Direct USA a used vehicle superstore retailer committed to revolutionizing and legitimizing the pre-owned vehicle business. Guided by principles of trust and open information exchange, Auction Direct USA provides a truly unique and satisfying automobile purchase experience. The company currently employs 120 people at its Victor, NY and Morrow, GA locations. For more information, visit www.AuctionDirectUSA.com.