



NETCHEMISTRY

Mission - NetChemistry uses its comprehensive knowledge and specialized expertise to streamline the creation of complex solutions accelerating the fusion of technology and forward thinking in the financial services sector.

Gas

Liquid

Solid



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LEVEL

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### For Immediate Release

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### AUTOTRADECENTER.COM SAVES MILLIONS FOR AMERICAN HONDA FINANCE CORPORATION.

SCOTTSDALE, AZ, August 20, 2000 AutoTradeCenter.com Inc. (OTCBB:AUTC - news) announced today the automobile industry's first quantifiable savings realized by utilizing the Company's Internet technology in the redistribution of off-lease vehicles.

Forget the "cyber-hype," these savings are real.

American Honda Finance Corporation Manager of Lease-end Remarketing David Langley said, "At the current rate of vehicle sales, we can expect a net gain of millions of dollars annually by utilizing the AutoTradeCenter.com Internet technology to remarket our off-lease vehicles. We have achieved a reduction in costs of up to 80% per transaction compared to traditional vehicle remarketing methods."

Company president Roger L. Butterwick stated, "What this means to the automotive industry is simply this: Sellers utilizing our Internet remarketing services can achieve significant savings across an entire off-lease portfolio from day one. The reality is that millions of consumer leases must be redistributed on an annual basis. Management of these assets requires lightning speed, flexibility, and varying levels of access to potential purchasers. Our state-of-the-art Internet technology addresses these elements at a fraction of the traditional remarketing costs."

The Company's program, known as the Honda Finance Vehicle Inter-dealer Purchase System (Honda Finance VIPS), delivers real savings by streamlining the redistribution process through technology-driven Internet remarketing. The Honda Finance VIPS Web site is providing Honda and Acura franchised dealers access to the entire 150,000 plus annual consumer lease portfolio. The Honda Finance VIPS Web site was launched nationally in June 2000.

"We worked very closely with NetChemistry building the VIPS auto procurement platform. The challenge was to help Honda Finance remarket their off-lease vehicles sooner in the disposition process," said Mark Jensen, CTO at AutoTradeCenter.com. "To do this, we needed to gain access to the Honda Finance vehicle portfolio and expose available inventory to Honda dealers for purchase prior to shipment to auction.

"NetChemistry's expertise in legacy-system integration and custom application development enabled us to fully integrate Honda's existing systems for the transfer and sale of vehicles, providing us with a solution that reaches our goal," Jensen said. "We will continue to utilize NetChemistry because they have proven their ability to meet and exceed our stated business requirements under often chaotic, and unpredictable timelines."

Recent articles in automotive trade publications featuring the Company's model for American Honda Finance Corporation identify this program as the pioneer for an industry-wide revolution.

Company vice president of marketing Colette Marcilliat said, "The Honda Finance VIPS Web site is unique in that it couples leading technology with 'live' dealer support services and an experienced remarketing team. The result is the blueprint for successful Web-

enabled vehicle remarketing. This industry is moving to the online marketplace. AutoTradeCenter has engineered the only comprehensive Internet model to improve a client's bottom line. Our system makes real financial sense; our clients can bank on it."

Langley added, "Vehicle remarketers who are not utilizing Web technology are simply missing a huge opportunity. The VIPS Web site has given the Honda/Acura dealers and Honda Finance a competitive edge. We have big plans for the VIPS Web site and we intend to keep our dealers in the lead."

AutoTradeCenter.com is the leading Internet-based "business-to-business" automotive wholesale and re-marketing company. On its Web site, [www.autotradecenter.com](http://www.autotradecenter.com), the Company markets its services to its national dealer base, to automotive lease and rental companies, and to banks and financial institutions across the U.S. who can use the site's many features for more efficient buying, selling and trading.

The Company also owns the Web site [www.tradeincarsonline.com](http://www.tradeincarsonline.com) through its subsidiary BusinessTradeCenter.com Inc. TradeinCarsOnline is the first Web site to allow a consumer purchasing a new vehicle online to receive a firm purchase bid on his trade-in vehicle. TradeinCarsOnline recently signed an agreement with Autobytel.com.

For more information on AutoTradeCenter.com Inc., please visit [www.autotradecenter.com](http://www.autotradecenter.com). Statements regarding financial matters in this press release other than historical facts are "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The company intends that such statements about the company's future expectations, including future revenues and earnings, and all other forward-looking statements be subject to the safe harbors created thereby. Since these statements (future operational results and sales) involve risks and uncertainties and are subject to change at any time, the company's actual results may differ materially from expected results.

#### About NetChemistry

NetChemistry specializes in Internet financial services application development, including Internet strategy, custom application development, infrastructure, legacy system integration and design. For more information on NetChemistry or its services, contact NetChemistry at 4600 Campus Drive, Suite 201A, Newport Beach, Calif., 92660; phone: (949) 399-5375; or visit [www.netchemistry.com](http://www.netchemistry.com).

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