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DEALERTRACK CANADA COMPLETES ACQUISITION OF TRADE TRACKER, INC.

Toronto, January 25, 2010 — DealerTrack Canada, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK), a leading provider of on-demand software and data solutions for the automotive retail industry, today announced that it has acquired Trade Tracker, Inc. for approximately \$1.2-million (CDN) in cash. Trade Tracker, a privately held company based in Mississauga, Ontario, has approximately 300 dealer customers across Canada that use its online trade appraisal tool. The appraisal tool enables dealers to review, appraise and track used vehicles sourced via retail trades more efficiently and accurately.

Trade Tracker provides Canadian dealers with a systematic web-based process for vehicle appraisals, helping to eliminate costly errors. The Trade Tracker application also provides significant follow-up and management reporting tools for sales representatives and dealer managers. In addition, Trade Tracker is MVDA-compliant, incorporating the questions about a vehicle's history that dealers must ask and document to meet the requirements of Ontario's new Motor Vehicle Dealer Act regulations that took effect on January 1, 2010.

“We are very pleased to have completed this transaction with Trade Tracker. The company's brand, its product and especially its people are all very highly regarded by dealers,” said Michael Collins, general manager of DealerTrack Canada, Inc. “Trade Tracker is an easy-to-use, economical solution that can bring greater accountability and accuracy to any dealer's vehicle appraisal process. The acquisition of Trade Tracker is strategic for DealerTrack Canada as it adds an important and complementary product to our total inventory management offering. DealerTrack remains committed to helping dealers in many facets of their operations. By creating an easy work flow as well as comprehensive records of trade inventory and appraisals through Trade Tracker, we can further deliver on our vision of increasing the efficiency and profitability of our dealer customers.”

About DealerTrack Canada, Inc.

DealerTrack Canada, Inc. is a subsidiary of DealerTrack Holdings, Inc. and is a leading provider of on-demand credit application processing solutions in Canada. DealerTrack Canada connects automobile, marine recreational vehicle, motorcycle, power sport and home improvement dealers across Canada to over 25 financial institutions and other strategic providers. Over 5,000 dealers, including 90% of all Canadian franchised automotive dealers, use DealerTrack Canada solutions every month to increase their efficiency or reduce their costs.

About DealerTrack Holdings, Inc. (www.dealertrack.com)

DealerTrack's intuitive and high-value software solutions enhance efficiency and profitability for all major segments of the automotive retail industry, including dealers, lenders, OEMs, agents and aftermarket providers. Our solution set for dealers is the industry's most comprehensive. DealerTrack operates the industry's largest online credit application network, connecting more than 17,000 dealers with over 800 financing sources. Our Dealer Management System (DMS) provides dealers with easy-to-use tools with real-time data access that will streamline any automotive business. With DealerTrack AAX, dealers get better data along with the tools to make smarter, more profitable inventory decisions. Our Sales and F&I solution enables dealers to streamline the entire sales process, quickly structuring all types of deals from a single integrated platform. DealerTrack's Compliance solution helps dealers meet legal and regulatory requirements and protect their hard-earned assets. DealerTrack's family of companies also includes data and consulting services providers, ALG (Automotive Lease Guide) and Chrome Systems.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding DealerTrack, the benefits of Trade Tracker's online trade evaluation tool, DealerTrack's ability to integrate and enhance Trade Tracker's technology into its platform and develop new inventory management solutions and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include increased competitive pressure from other industry participants, the adoption by dealers of DealerTrack's inventory management solutions, the ability to retain Trade Tracker's customer base, the ability to integrate the acquired technologies and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2008. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.