



NEWS RELEASE

For More Information, Contact:
Ronald Garand, Vertical
Development, Inc.
847-609-9540
Email: rgarand@verticaldev.com

ShowMeTheParts-Mobile receives AAPEX “Work Smart” award

HUNTLEY, IL – Vertical Development has announced that its new ShowMeTheParts-Mobile App received the AAPEX New Product Award in the “Work Smart” category. The award was presented to Ron Garand, the company's Vice President the first day of AAPEX by Steve Handschuh, AASA; Kathleen Schmatz, AAIA; and Robert Egan, Federal-Mogul Corp.

“We were delighted to receive the highest honors in competitions for Work Smart products during AAPEX held last month in Las Vegas,” said Ron Garand, Vice President, ShowMeTheParts.com. “AAPEX is one of the world’s largest shows for businesses in the automotive parts and service industry, and the perfect place to release this new technology”, he added.

Judging was based on the product’s overall enhancement of the parts lookup experience through mobile application technology. ShowMeTheParts-Mobile is available to everyone as a FREE Parts Lookup tool. Users can search by year/make/model, part number or even an industry part number interchange. With more than 17 Million visits since its inception, ShowMeTheParts has grown to more than 180 Brands covering 2,778 Part Types, Millions of applications available to users with images, interchanges, specifications and more. . .

“This award is representative of our significant investment in market-leading catalog technology,” said Ron Garand, Vice President, ShowMeTheParts.com. “Our product development and marketing programs ultimately benefit our many manufacturer partners, through increased brand awareness and availability of First-to-Market and Other Motive coverage not available anywhere else, he added...”

Companies utilizing branded versions of ShowMeTheParts-Mobile include Airtex, AP Exhaust, Continental, Eastern Catalytic, Luber-Finer, SKF, and Timken. These companies have realized the importance of mobile technology in reaching their customers. Some are even implementing the latest in QR Code technology utilizing the embedded technology in ShowMeTheParts-Mobile, allowing their customers to capture a QR Code on packaging to access important product information available in their electronic catalogs. With new applications designed for the Android, Blackberry, and iPhone/Pad marketplace, the app contains all of the functionalities of the original www.ShowMeTheParts.com site.

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About ShowMeTheParts.com

The ShowMeTheParts.com on-line catalog provides Aftermarket Suppliers, DIYs, Installers, Jobbers, Repair Shops, and Warehouses - with instant access to the most up-to-date parts information. Parts professionals have access to over 180 brands covering more than 2,778 part types. Millions of applications are available - with No Subscription Cost to the users!

That's why ShowMeTheParts.com averages 700,000 visitors a month. It's also why top-tier manufacturers like Airtex, Akebono, AP Exhaust, Atsco, Beck Arnley, Champion Labs, DNJ, Eastern Catalytic, Goodyear, KYB, SKF, Timken, Vista-Pro, Westar, and many others use branded ShowMeTheParts.com Cataloging and Search Engine solutions for their own web sites.

For more information, contact Ronald Garand at Vertical Development, 11783 Ludbury Ridge, Huntley, IL 60142 (847) 609-9540 or visit our web sites at www.ShowMeTheParts.com or www.VerticalDev.com
