

Collision Repair and Automotive Claims Industry Leaders Gather at Mitchell's 2009 Industry Week Conference

San Diego, CA – August 20, 2009 – Mitchell International, Inc., a leading provider of information, workflow and performance management solutions to the Property & Casualty claims and Collision Repair industries, today announced the conclusion of its Industry Week Conference, held August 3-7 at the Hard Rock Hotel in San Diego. Collision repairers, insurers, and industry partners came together and took advantage of the opportunity to attend this industry leading event to learn new tools and techniques, strategies, and best practices to help drive high operational performance in their businesses.

The Conference brought leading industry participants together, offering each group valuable information targeted toward their specific business needs. Guest speakers inside and outside of the industry gave special presentations to help collision repairers learn about the tools and tactics they can leverage to help their operations gain a competitive edge and power the future of their business as the industry rebounds.

Claims professionals participated in informational roundtable discussions on events impacting the claims industry and shared their innovative and alternative perspectives. The Industry Parts Panel, for example, moderated by Mitchell's Vice President of Industry Relations, Greg Horn, included panelists such as Insurance Auto Auctions Senior Vice President Don Hermanek, American Honda Parts Marketing/Collision Group Assistant Manager Gary Ledoux, APU Solutions CEO Charles Lukens, Car-Part.com President Jeff Schroder; and LKQ Corporation's Vice President of Operations Rob Wagman, who discussed the current challenges of the collision parts supply and offered insight into how to overcome these obstacles. All Industry Week attendees participated in joint sessions to hear from highly-acclaimed key-note speakers, to network, and share best practices and management techniques.

"Recent developments in the auto industry have caused some angst among collision repairers relative to parts availability," said Gary Ledoux, American Honda Parts Marketing/Collision Group Assistant Manager. "As a panel member for Mitchell's Industry Week, I was able to give attendees the straight scoop on OE parts availability. Parts suppliers from other sectors of the industry were able to do the same. Attending Mitchell's Annual Industry Week conference provides real value for insurers and shops, and I was thankful for the opportunity to participate."

Mitchell's Industry Week Conference also included the annual meeting of the Mitchell Editorial Advisory Board, a longstanding entity that has convened since 1989, to tackle the critical issues affecting both insurers and shops. Editorial Advisory Board members represent both large and small repair shops, insurers and industry organizations, all of whom are committed to improving the business performance and experience of all participants in the collision repair process.

“Mitchell is dedicated to helping our customers meet and overcome their operational challenges, and our Industry Week event is held expressly to bring together the collision repair value chain to brainstorm, network and learn how to move ahead in a competitive marketplace,” said Marc Brungger, Executive Vice President of Auto Physical Damage for Mitchell International.

Featured presentations included:

- **Crash Statistics and Technology Advances That Are Changing the Industry – Industry Expert Perspective**, by Kim Hazelbaker, Sr. Vice President, Highway Loss Data Institute;
- **Are You Relevant? Best Practices to Thrive in any Economy**, by Ross Shafer, Keynote Speaker, multiple Emmy Award-Winning television host, author and motivational speaker on the subjects of Business Relevance, Fresh Practices, Customer Empathy and Sustaining Growth; and
- **Industry Trends: What they Mean for You**, by Greg Horn, Mitchell’s Vice President of Industry Relations

About Mitchell International, Inc.

Mitchell International (www.mitchell.com) is a leading provider of information and workflow solutions to the Property & Casualty Insurance Claims and Automotive Collision Repair industries. The company's comprehensive solution portfolio streamlines the entire auto physical damage, bodily injury and workers compensation claims processes. Mitchell enables millions of electronic transactions between more than 30,000 business partners each month to enhance partner productivity, profitability, and customer satisfaction.

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