

## **AutocheX Celebrates 20th Anniversary by Honoring Top-Performing Shops at Annual Premier Achiever Awards**

**San Diego, CA - December 7, 2009** -- AutocheX, Mitchell International's® customer experience management group, honored collision repair facilities from throughout the U.S. and Canada for their exceptional achievements in customer service and satisfaction at a special 20th anniversary celebration of the annual Premier Achiever Awards ceremony. Mitchell celebrated the milestone event with top-performing shops at the Mandalay Bay Convention Center in Las Vegas in conjunction with NACE.

AutocheX is a leading provider of customer satisfaction measurement and customer experience management solutions to the collision repair industry. The Premier Achiever Awards recognize collision repair facilities that consistently demonstrate their commitment to customer service as reflected by their extremely high customer satisfaction scores.

The Class of 2009 Premier Achievers attained scores in the top four percent of facilities that use the AutocheX service throughout the U.S. and Canada. They include collision repair facilities of all sizes, from small, family-run businesses to large consolidators, and represent 36 states across the U.S, as well as British Columbia, Canada. Approximately 30 percent of the facilities were repeat winners, having also won the award in 2008.

"The Premier Achiever Award program recognizes the hard work and outstanding accomplishment of top-performing collision repair facilities in North America for customer service and satisfaction," said Jason Bertellotti, Vice President of Mitchell Repair Solutions. "These facilities consistently provide the best possible repair experience for their customers. As AutocheX marks our 20th anniversary this year, it was especially gratifying to celebrate this milestone at NACE with shop owners and managers who truly understand and embrace the importance of customer satisfaction."

Family owned and operated Kniesel's Collision Center in Citrus Heights, California, is a six-time Premier Achiever Award winner, having won the award every year since 2004. Co-owner Tom Kniesel, who attended the 2009 ceremony, explains how his business has achieved such an excellent track record for satisfying customers, saying, "It's a family tradition. For 40 years my family has built a reputation for excellence by delivering unsurpassed customer service. Our team works very hard to build lasting customer relationships through quality, integrity, and a personal touch, so it's very gratifying to have our efforts recognized with the Premier Achiever Award." Mitchell's AutocheX team and insurance company representatives honored Premier Achiever Award winners with well-deserved recognition at the ceremony. On hand to present the award to facilities participating in their respective repair programs were:

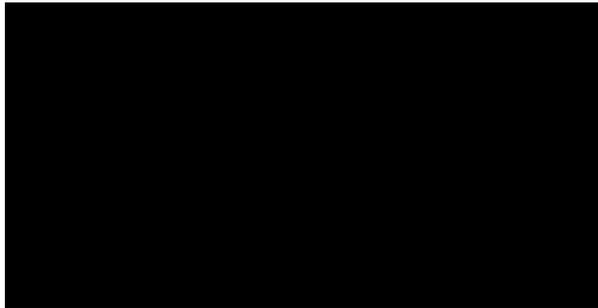
- Tracy Tramm, Service Manager - Allstate's Good Hands® Repair Network, Allstate Insurance Company
- Rick Lewis, Unit Manager, Immediate Repair Program, Automobile Club of Southern California (ACSC)
- Clifton Meaders, Vendor Management Supervisor, California State Automobile Association (CSAA)
- John Resko, California Zone Manager, Farmers Insurance
- Mike Wilson, Manager, Material Damage Services Business Support, Insurance Corporation of British Columbia (ICBC)
- Jim Gadberry, Associate Vice President, Material Damage Technical Claims, Nationwide Insurance

"It was a pleasure to participate in the Premier Achiever Award ceremony and to have the opportunity to thank our high-achieving Blue Ribbon partner facilities for their dedication to providing top-quality service to our mutual customers," said Jim Gadberry, Associate Vice President of Material Damage Technical Claims for Nationwide Insurance. "Their superior

performance reflects their genuine customer-first approach and passion for excellence. We are very proud of the 2009 Premier Achievers and congratulate them on receiving this prestigious award."

AutocheX was founded in September 1989 by Dennis Kiyohara, Ray Kihara, and Rick Wakazuru. In addition to customer satisfaction measurement, notable early services included the AutocheX "Red Book" Directory and the AutocheX National Rating Service which evaluated collision repair facilities based on their customer service, financial stability, equipment, and training.

In 2001, AutocheX was acquired by Mitchell International. Since then, Mitchell has continued to invest in further developing the company's expertise in the realm of measuring, analyzing, and reporting customer satisfaction and loyalty in the auto insurance claims and collision repair industry. Today, AutocheX conducts tens of thousands of surveys each month and has compiled the largest database of completed customer satisfaction surveys in the industry. AutocheX is dedicated to not only providing the most objective and actionable "voice of the customer" data, but also to advancing the level of customer service in the collision repair industry. AutocheX and the participating insurance companies present the Premier Achiever Awards each year as a way of recognizing collision repairers that have proven their devotion to quality, service, and customer satisfaction.



On hand to congratulate winners at the eighth annual AutocheX Premier Achiever Award ceremony were, from left to right:

- Ray Kihara, AutocheX Director of Sales & Marketing, Mitchell International
- Mike Wilson, Manager, Material Damage Services Business Support, ICBC
- Rick Lewis, Unit Manager, Immediate Repair Program, ACSC
- John Resko, California Zone Manager, Farmers Insurance
- Jim Gadberry, AVP of Material Damage Technical Claims, Nationwide Insurance
- Clifton Meaders, Vendor Management Supervisor, CSAA
- Tracy Tramm, Service Manager - Allstate's Good Hands® Repair Network, Allstate Insurance Company
- Bob Benjamin, Vice President of Operations, Sterling Autobody Centers
- Jason Bertellotti, Vice President Repair Solutions, Mitchell International

About Mitchell International, Inc.

Mitchell International ([www.mitchell.com](http://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.