

Sinotrust AMS Launches New Department-Business Decision Solution

Beijing, April 12, 2010---Sinotrust, China's largest automotive marketing solutions provider, has founded a new department – Business Decision Solution (BDS). The new department now has 3 functional teams, Business Intelligence & Data Mining Team, Data Management Team and Database Marketing Team.

Introducing the unique value of this new department, Tony LIU, Senior Vice-President and head of automotive business of Sinotrust, said "Currently in auto market, both mass marketing and targeted marketing are becoming database-driven. During the transformation process, auto manufacturers need new services, such as professional consulting, business intelligence, data mining, data management and marketing campaign management. With 16 years of expertise in auto marketing research, integrated resources and strong researcher team, Sinotrust has become the most reliable partner for auto manufacturers."

According to Tony LIU, the BDS will provide auto manufacturers in China with marketing solution consulting and implementation services about the automotive industry and customers in all stages of consumption, including customer data integration and cleaning solutions, data analysis/mining solutions, business intelligence and customer intelligence solutions, business intelligence capability center (BICC) solutions, marketing automation solutions, customer satisfaction and loyalty enhancement solutions, to assist automakers establish customer information system providing panorama view and views on individual perspectives, so as to make better marketing and promotional decisions and develop sustainable and profitable customer relationship.

Headed by Tiger LI, senior database expert with Sinotrust, the BDS has pooled talents in data management, data analysis, marketing strategy, direct marketing and business intelligence. Tiger LI, Director of BDS, said "I hope the professional team of 20 members could help auto manufacturers increase their marketing efficiency combining Sinotrust's information, products and technologies."

About Sinotrust Automotive Marketing Solutions

Sinotrust is a leading supplier of marketing solutions to the Chinese automotive market. With offices in Beijing, Shanghai and Guangzhou, we have a team of over 260 skilled professionals devoted to our automotive marketing solutions. Our Automotive Marketing Solutions integrate information, services and technology to provide marketing research services, marketing consulting & business strategy services and database marketing services, helping automotive companies position their products correctly, identify target markets accurately and conduct effective marketing so as to develop sustainable and profitable customer relationship.

About Sinotrust

Sinotrust is a leading supplier of marketing solutions and credit solutions in China. We collect, analyze and manage information about markets, consumers and businesses to provide marketing research, business information, consulting and database marketing services through integration of information, services and technology. Our products and services help you make better marketing and credit decisions and develop profitable customer relationships.

Over 80% of the Fortune 500 companies operating in China are using different products and services of ours. We employ about 700 people in our offices in Beijing, Shanghai and Guangzhou, supporting organization clients from automotive, financial services, insurance, retail, telecommunications, IT, manufacturing, consumer products and trade sectors.

At the beginning of 2007, Experian, the leading global information services company, made a strategic investment in Sinotrust with both capital and know-how. The investment will greatly improve our service capabilities.