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**BiT Dealership
Software**

Press Release

BiT Dealership Software releases new product for the Powersports Industry.

Knoxville, TN. May 8, 2009: In an effort to extend its growth in market share and bring an affordable, easy to use comprehensive Dealer Management Software (DMS) to Powersports dealers, BiT Dealership Software, a leading developer of marine-focused systems announced today that it has released BiT Powersports Software for powersports dealers and service shops.

The system design draws upon BiT's decades of experience in the dealership systems environment, with a focus on meeting the needs specific to the Powersports industry. Like BiT Marine Software, the primary goal of this new Powersports DMS is to help optimize dealer operations by focusing on increasing revenue and margins, increasing customer satisfaction levels, maximizing efficiencies, and providing management with the tools, knowledge, and information they need to not only survive the current economic conditions, but to thrive in any market.

"BiT Powersports Software takes the flexible and easy to use features that we developed over the last 25 years with BiT Marine Software and re-orientes it for powersports dealers" says Edward MacFawn, President of BiT Dealership Software, Inc. "That same focus on integrating your Parts, Service and Sales departments in a comprehensive yet easy to learn system will provide powersports dealers with a valuable management tool."

Aimed primarily at ATV, Motorcycle, Snowmobile, Golf car, and lawn equipment dealers, as well as builders and customizers of Golf cars and Choppers, BiT Powersports Software will help dealers establish a solid foundation for a successful business and help drive sales of major units and accessories.

The system is priced to provide dealers of any size with an affordable tool providing a substantial return on investment both immediately and for years to come.

More information can be found at www.bitpowersports.com

For Immediate Release