

FinditParts™

Fact Sheet

Founded: May, 2010; Privately held.

Headquarters: 695 S. Santa Fe Avenue, Los Angeles, CA 90021

Website: www.finditparts.com

Management team: Co-founders: CEO and president David Seewack and vice president Scott Spiwak; CTO: Daniel LeBare;
Management bios at: www.finditparts.com/press

USP: FindItParts is the largest online marketplace of heavy duty truck parts with over 1,000,000 parts from over 800 manufacturers; searchable by part number, it helps customers quickly and easily find the part they need to keep their trucks rolling and business flowing.

Mission: To build the largest, most comprehensive, database of heavy duty truck parts in the industry based on an open, standardized taxonomy to facilitate the buying and selling of HD truck parts across the ecosystem of manufacturers, suppliers and buyers.

Solution Offering: Stocking distributors, repair facilities, fleets and end users looking for truck, bus and transit parts typically do so by contacting local suppliers on the telephone, a process that requires a great deal of time and resources. FinditParts has streamlined and automated the search for hard-to-find parts, resulting in a faster and more efficient way to find everything a customer needs from one trusted source. The overall goal is to provide the user with a buying and selling experience that is unmatched in convenience and efficiency. Toward this end, FinditParts offers fast shipping - usually by next business day, if required, and allows for a full refund on the return of new, unopened items within 30 days of delivery. Striving to exceed customer expectations in every facet of customer service, FinditParts enables buyers to quickly search the marketplace's current 1 million+ parts by part number, most popular parts and manufacturer; chat online with knowledgeable parts experts to help identify and locate specific parts; and in the

near future, use video and mobile applications to allow for visual search and identification of truck parts. Continuing to build upon its large, comprehensive database of heavy duty truck parts, FinditParts will provide even greater access to hard-to-find parts from a broader spectrum of manufacturers and OEMs, and expects to increase its catalog of parts to 10 million and its manufacturer and OEM sources to 1,800.

FinditParts by the Numbers:

Since May 2010:

- Over 1 million parts
- Over 800 manufacturers and OEMs
- 500,000 unique visitors from 200 countries

Target Customers:

FinditParts fulfills the needs of a wide swath of business owners for whom heavy duty, medium duty and light duty trucks are integral to their operations. In addition, FinditParts.com provides a crucial channel for smaller manufacturers who have limited distribution channels to go-to-market:

- Commercial fleet managers
- Small business owners (repair and maintenance shops)
- Independent owners/operators
- Warehouse distributors

HD Aftermarket:

The heavy duty aftermarket industry is estimated to be a \$15.6B market in the U.S. and a \$35B global market with projected growth to \$20B U.S. and \$40B WW by 2016, according to The Freedonia Group.

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