



**PRESS RELEASE
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Hytec Automotive goes hi-tech with new online catalog

Products available to customers on two platforms, 24/7

COLUMBUS, Ohio - Hytec Automotive (Hytec), a DeBartolo company, announced today that it has launched an electronic version of its catalog. Powered by two different program platforms, Wrenchhead and Activant, the catalog ensures compatibility with Hytec customers' computers by offering two separate links on the Hytec Web site for different types of users.

Going electronic is making it possible for Hytec customers to access product information and images in real time on a 24-hour a day/seven-day a week basis, in addition to creating a more successful and streamlined order fulfillment process. Offering two different program platforms, as well as a printed edition, allows customers to access that information in formats with which they are familiar.

"It has been our goal to be as accessible to our customers as possible. This new catalog will make Hytec products available 24/7 and will help us to expedite orders in a more precise manner. Keeping our customers happy is goal number 1," says Tim Zahler, president of Hytec.

The benefits of the two online catalogs include: "Smart Pages," which include product images, descriptions, technical data and specs; easy implementation and rapid integration into third party software applications; as well as parts applications covering passenger cars, light trucks, medium duty vehicles and marine vessels.

"We feel that both our printed and electronic catalogs will significantly increase our overall business and create a strong market awareness of the Hytec brand. We're very excited about further penetrating global markets and this is the first step in becoming a World Class supplier in the industry," says Bob Van Gorkom, vice president of sales and marketing for Hytec.

To take a test drive of Hytec's new catalog, please visit www.hytecauto.com.

About Hytec Automotive: Hytec Automotive, a DeBartolo Company, is driven to supply the world with the highest quality OES, OEM and aftermarket water pumps. Providing the best service along with the highest quality products at the lowest prices, Hytec is forging its own path in the aftermarket auto parts industry. Acquired by DeBartolo Holdings in 2004, Hytec strives to maintain the integrity of service held by all DeBartolo companies. For more information, please visit www.hytecauto.com.

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