

Hooklogic Recognized with 2012 AWA Award: Top Rated Website Merchandising Tools

Hooklogic was selected this year by PCG Consulting to receive a 2012 Automotive Website Award (AWA). The company was recognized this year for Top Rated Website Merchandising Tools.

FOR IMMEDIATE RELEASE

(September 5, 2012, Las Vegas) The 2012 Automotive Website Award ceremony was held at the Aria Hotel and Casino in Las Vegas. Over 600 automotive industry professionals attended this prestigious awards ceremony, which identifies the most innovative technology and software solutions for automotive retailers.

This year, 41 awards were presented to companies and individuals that represent innovative solutions for car dealers in the areas of website design, mobile technology, social media, proactive chat, merchandising tools, CRM, reputation management, advertising, customer service and industry thought leadership.

Hooklogic was one of the finalists this year being recognized with an AWA for Top Rated Website Merchandising Tools. PCG Consulting congratulates Hooklogic and their employees for being recognized above their peers in this competitive category.

The AWA is the highest recognition for companies that assist the automotive retail industry to operate more effectively. The honorees are selected after a rigorous testing and evaluation from the staff at PCG Consulting. PCG is a leading consultancy firm that assists car dealers with best practice solutions for business operations and marketing.

The AWA ceremony was held in conjunction with AutoCon 2012, which exceeded all records for first year attendance at an automotive conference. AutoCon has set itself apart by offering an innovative conference format with an all-inclusive attendee package that has changed the dynamics of automotive conferences.

PCG Consulting has created a 2013 Automotive Buyers Guide and Reference Book, which documents the 2012 AWA winners and supporting documentation for their choices. Electronic copies of the book can be download on Apple iTunes and Google Play on October 1, 2012.

Printed copies of the 2012 AWA Buyers Guide and Reference Book can be ordered for \$50 a copy by contacting Nicholas Casci at PCG Consulting at 732-450-8200. Shipping charges will be added to your order based on the number of copies ordered.

About PCG Consulting:

PCG Consulting, Inc. provides vendor-neutral recommendations for products and services that can assist dealers to increase sales and profits. The company was formed to meet the needs of car dealers who need assistance in creating effective processes, measurement standards and intelligent reporting for their business operations.

About Hooklogic:

HookLogic powers e-commerce media, a revolutionary way for brands and shoppers to connect in and around the e-commerce environment. For retailers, HookLogic drives a new, high-profit, media-based revenue stream. For marketers, HookLogic creates

unprecedented opportunities to influence in-market shoppers at key decision points. Headquartered in New York City, the company has offices in Ann Arbor, MI, Atlanta, GA, and Manchester, UK. Clients include Expedia, Overstock.com, Shoebuy.com, Staples.com, and Wayfair.