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FOR IMMEDIATE RELEASE

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APCO ANNOUNCES EasyCare KEYCARE 24 HOUR RECOVERY AND SECURITY PROGRAM

Atlanta, Georgia, October 8, 2007 – Automobile Protection Corporation – APCO announces the release of the EasyCare KeyCare 24 Hour Key Recovery and Security program. KeyCare is the latest addition to the EasyCare brand of products that are designed to enhance the ownership experience for new and used vehicle customers. EasyCare KeyCare pays for the repair or replacement of lost car keys and electronic key transponders which can cost as much as \$700 for some vehicles. The program also provides benefits to alleviate the hassles and safety hazards that can be associated with losing keys.

Additional benefits under KeyCare:

- **24/7 Emergency Service.** Customers call a toll free number emergency number to report their lost keys and to obtain the other service and security benefits.
- **Safe and secure key return.** If keys are found they can be dropped in a mail box and returned to us to be processed and returned to you without revealing your personal information.
- **Replacement of ALL keys on the covered key ring.** Not only are the vehicle keys and transponder covered, all keys on the ring are covered (i.e., house, boat, safety deposit key, etc.).
- **Towing.** If your car keys cannot be replaced on the spot, then your vehicle will be towed to the selling dealer so that new keys can be ordered.
- **Taxi reimbursement.** Covers transportation costs for getting to the dealership or home.
- **Loaner or rental car reimbursement.** Provides rental or loaner car reimbursement for up to 2 days, if you are not able to use your vehicle while the key is being repaired or replaced.
- **Locksmith visit to unlock your house.** Opens the door to your house, because your house keys were probably with the car keys that were lost.
- **Emergency message relay.** Automatically notify up to 3 family members or friends to let them know that you have an emergency situation.

“Our One-Year KeyCare program is designed to be included as a Customer Satisfaction and “differentiation” product with the sale of a new or used vehicle. Customers can then purchase an extension of coverage for 2, 3, 4 or 5 years in the Finance Office. In the 15 years that I’ve been with APCO, I have never seen a product that has been embraced by our customers as quickly as KeyCare,” Joe Negley, Senior Vice President of Marketing.

EasyCare KeyCare 24 Hour Recovery and Security program is supported by Road America Motor Club, which is a wholly owned subsidiary of MAPFRE S.A., an \$18 billion dollar multinational company that specializes in providing services to customers all over the world.

Automobile Protection Corporation – APCO, established in 1984, is the administrator for EasyCare brand products, which have been developed to enhance the vehicle ownership experience. EasyCare products provide services and benefits that help a customer retain the “new car experience” for as long as they own their vehicle by eliminating the hassles, headaches and costs associated with repairs or service. APCO also administers warranty and service products for some of the most prominent manufacturers in the automotive industry, including American Honda, Jaguar, Land Rover, Mazda and Volvo.