



FOR IMMEDIATE RELEASE

Internet AutoParts Recognized as Preferred Partner for O'Reilly Auto Parts

eCommerce offering enhances operational efficiencies for the automotive parts aftermarket

Austin, Texas - March 7, 2012 – Internet AutoParts (IAP), the premier B2B eCommerce solution provider for the Automotive Aftermarket, today announced a new long-term extension to its agreement with O'Reilly Auto Parts (O'Reilly) that continues their more than 10-year relationship.

"Internet AutoParts has been a great technology and eCommerce partner for us," said Chuck Rogers, Director of Professional B2B eCommerce initiatives for O'Reilly. "IAP's best in market solution and outstanding service and support have allowed us to focus on what we do best, selling parts and servicing our professional customers. Given their history of outstanding service, performance, reliability, and product innovation, we are pleased to recognize IAP as a preferred partner for O'Reilly."

IAP's eStore and integration to over 30 Shop Management Systems provide automotive service professionals, who purchase from O'Reilly, with the tools to do eCommerce with O'Reilly. This robust solution allows the Service Dealer to:

- Quickly and easily find and order application parts for a specific repair
- Manually enter and order specific part numbers(s)
- Access parts from a customized O'Reilly non-application supplies catalog
- Cross reference Original Equipment to Aftermarket or Aftermarket to Aftermarket part numbers
- Place orders from specific "hot-spotted" O'Reilly promotions
- Provide direct feedback to O'Reilly regarding part cost, availability, suggested manufactures, etc.

"We are delighted to continue our relationship with Chuck and his team at O'Reilly," said Scott Thompson, president and CEO of IAP. "IAP is honored to be recognized as a preferred O'Reilly vendor and we are excited about our future together."

For additional information regarding IAP and their B2B eCommerce solutions, please contact IAP Sales at 512-527-8966, ext. 1, or email sales@iapshop.com.

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About Internet AutoParts

Internet AutoParts is the premier B2B eCommerce company for the Automotive Aftermarket. IAP has been providing industry leading products and services to the Aftermarket for more than 10 years and currently serves more than 143,000 registered Professional Service Providers, 19,000 Part Distribution locations, and processed more than 7.2 million Professional Service Provider orders in 2011. For more information, visit www.iapshop.com.

About O'Reilly

O'Reilly is one of the largest specialty retailers of automotive aftermarket parts, tools, supplies, equipment and accessories in the United States, serving both the do-it-yourself and professional service provider markets. Founded in 1957 by the O'Reilly family, the Company operated 3,740 stores in 39 states as of December 31, 2011. For more information, please visit www.oreillyauto.com.

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