

OTCBB symbol: **DLAV**  
Data as of 1/4/08 closing.  
Bid .0035 x .0037 ask.

## DealerAdvance, Inc.

Last Trade Price	\$ .0036	Shares Authorized	8,500,000,000
52-Week Range	.....	Common Shares	150,000,000
High	\$ .029	Preferred Shares	Nil
Low	\$ .0005	Shares Outstanding	100,415,389
Market Capitalization	\$ 382,000.00	Common Shares	100,000,000
Daily Volume (3 mo.)	17,960,000	Preferred Shares	Nil

### Business Summary

Engaged in the business of selling, marketing and installing an Intel based server that, together with wireless handheld PDA's, manages the auto dealer-client relationship.

On May 16, 2002, we entered the handheld wireless technology business via our acquisition by merger of the Predecessor Entity. The Predecessor Entity was founded on August 1, 2000 to develop proprietary handheld wireless technology for the automotive dealer software market. Since the merger of the Predecessor Entity into our subsidiary, in 2006 we ceased from continuing to conduct the Predecessor Entity's handheld wireless technology business and have developed a new web based platform called WebDA™ and currently offer the wireless technology created by the predecessor as an option.

#### Our Revenues Moving Forward

Beginning with the 4th Quarter of 2006 the Company's revenue model changed. Rather than being hardware driven, the Company has become software driven. In April 2007 the Company released its new web based platform WebDA™, moving the company from a server based platform operation, thus eliminating the high cost of maintaining inventory and installation costs. Our revenues are now generated from a one-time up-front payment and monthly recurring fees covering software licenses. Our license agreements are provided in twelve, twenty-four and thirty-six month terms. Typically, a \$2,500 down payment, booked upon agreement of the contract, and a monthly fee of \$1,500 over a twelve month term (these are approximate amounts, since exact amounts are negotiated between the Company and the customer) is booked monthly as revenue at an average annual fee of \$20,500, inclusive of the down payment.

The Company currently has approximately 20 user contracts utilizing the Company's previous product (DealerAdvance™) at dealerships throughout the United States. Management believes that the majority of those contracts, of which all are to expire in the next 12 months, will be resigned to the new WebDA™ contracts at the above-mentioned rates however it cannot provide any guarantee regarding these renewals.

Additionally, many of the Company's client customer base are part of dealer groups comprised of three or more dealerships. Up until now the Company has not been successful in leveraging its relationships with these dealers enabling the Company to place the DealerAdvance™ product into those additional group stores. Management now believes that because of the its new web based product and its newly developed client relationships, there is an opportunity to add an additional 20 to 50 client contracts over the next 12 to 18 months through these groups.

With the exception of historical information, this document may include forward-looking statements that involve a number of risks and uncertainties. Actual results could differ materially from those anticipated as a result of various risks. There are numerous factors that could contribute to such differences, therefore such projected events and anticipated results are not warranties or guaranties that such events will occur or that the Company will achieve such results. For more information about this corporation and risks involved in the investment of their publicly traded shares, please see the company's website(s), and/or documents filed with the SEC, which are easily accessible in the EDGAR database system.

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**DealerAdvance, Inc.**  
16801 Addison Road  
Suite 310  
Addison, TX 75001  
www.dealeradvance.com  
Tel: 214.866.0606

[admin@dealeradvance.com](mailto:admin@dealeradvance.com)

## Selected Financial Data Comparison

	12 months ended December 2006	12 months ended December 2005
Total Assets	\$ 247,000.00	\$ 740,000.00
Total Liabilities	\$ 12,551,000.00	\$ 11,452,000.00
Total Expenses	\$ 479,000.00	\$ 944,000.00
Net Income (indicates loss)	\$ (4,444,000.00)	\$ (6,632,000.00)

## Press Releases

### Active Market Makers

BID	ASK
UBSS	NITE
HILL	ETRD
SALI	PERT
GNLN	DLNY
HDSN	SBSH
NITE	DOMS
ETRD	HDSN
MAXM	HILL
DOMS	UBSS
DLNY	SALI
GARC	GNLM

Top Market Maker by  
volume (Year-to-Date)

Mon, Dec 17, 2007 8:04 AM

New Dealer Contracts Bolster Revenue for DealerAdvance  
-Business Wire

Wed, Dec 05, 2007 8:01 AM

DealerAdvance Signs Direct Marketing Deal With HMG  
-Business Wire

Mon, Nov 19, 2007 8:29 AM

DealerAdvance Announces WebDA(R) Interface with Nokia(R)  
-Business Wire

Tue, Nov 13, 2007 8:04 AM

DealerAdvance(TM) Announces Sales Success of WebDA(TM)  
-Business Wire

Tue, Aug 22, 2006 12:00 PM

Stronghold Technologies, Inc. -- Carey Resigns, Humphries Named CEO  
-PrimeNewswire

Outstanding Shares:	<b>100,415,389</b>
Estimated Float:	<b>65,620,000</b>
52 week high:	<b>\$.029</b>
52 week low:	<b>\$.0005</b>
Average Volume (3-mo.)	<b>17.96 mil</b>

## Three Month Chart

