

Compli Releases “Red Flags” Content for Dealers in Collaboration with Hudson Cook LLP

Portland, Ore. -(February 19, 2008)- In the continuing effort to assist auto dealerships nationwide in building and enhancing their compliance practices, Compli®, in collaboration with Hudson Cook LLP, is pleased to announce the release of the new “Red Flags” Compliance Program which is available free of charge to clients of Compli’s Dealership Compliance Management System (DCMS).

Compli’s DCMS reduces the growing regulatory burden on dealership operations. The DCMS is a compliance automation solution that combines automotive legal content from subject matter experts like Hudson Cook LLP with automated best practices to create turn-key “good faith” compliance programs for automotive dealerships.

The new “Red Flags” program specifically addresses the content and training requirements associated with “Red Flags” compliance for dealerships. Dealers have traditionally relied upon disparate manual processes to verify a client’s identity. However, with expanded Federal rules and guidelines specific to identity verification and ID theft prevention, car dealers are required to implement an Identity Theft Prevention Program that identifies and addresses “Red Flags,” which are patterns, practices or specific activities that indicate the possible existence of identity theft.

“Red Flags” dealers should consider may arise from their own experiences with identity theft, as well as the 26 examples of red flags described in the new rule. Because of the subjectivity involved in implementing an effective Identity Theft Prevention Program, there is a need for comprehensive and continuous training beyond that which dealers have historically undertaken.

According to the new “Red Flag” rules, dealers must put new processes in place that identify patterns, practices, and credit activity that suggest the existence of identity theft. These “Red Flags” are intended for use as part of a dealer-specific, identity theft detection, prevention, and mitigation program.

Compli’s New “Red Flags” Program consists of:

- “Red Flags” Program Overview
- “Red Flag Rules” Policy
- “Red Flags” Internal Audit Form
- “Red Flag Rules” Interactive Assessment
- Legal Article: “Red Flag Warning” by Michael Benoit of Hudson Cook LLP
- Online Link Library with “Red Flag” online resources

“The new Red Flags rule is just another example of the increased regulatory burden being imposed on auto dealers. The objectives are sound, but new requirements like these are increasing the need for dealers to reconsider their operational compliance structure, as well as their training and support functions. In working with Compli on this new “Red Flags” program, our goal is to provide pertinent and relevant information to help U.S. dealerships better understand their “Red Flag” rules obligations so they can take the steps necessary to implement effective compliance standards in their dealerships,” said Michael Benoit of Hudson Cook LLP.

To gain further information join Compli and Michael Benoit of Hudson Cook LLP for the Feb 27th complimentary Webinar: “Red Flag Rules: the Devil is in the Details.” Listen as Michael Benoit drills down into the specific details of the 26 different Red Flags identified by the FTC. Reserve your seat at: <https://www1.gotomeeting.com/register/280809328>.

About Hudson Cook LLP

Hudson Cook, LLP was established in 1997 with a single purpose in mind — to provide the best possible service to automotive, housing and financial services industries in the ever changing world of consumer financial services law compliance. Our wide-ranging services cover virtually all aspects of state and federal consumer financial services law. At some law firms, the consumer financial services practice is at best an adjunct to the litigation or general business or banking law practice. At Hudson Cook, consumer financial services law is what we do. For more information contact Michael Benoit, Partner, Hudson Cook LLP, mbenoit@hudco.com or call 202-327-9705, www.hudco.com.

About Compli

Compli, the leading provider of on-demand compliance management software for U.S. automotive dealerships, is headquartered in Portland, Ore., with regional offices in California, Texas, Massachusetts, Ohio and Florida. Dealerships interested in assessing their current level of regulatory compliance may receive a free, online Dealership Compliance Assessment (DCA) at www.compli.com/rf/.

For more information on the Compli DCMS or to arrange a product demonstration visit www.compli.com or call 1-866-294-5545 toll free.

-end-

Compli is a registered trademark of Compli. All other legal marks are the property of their respective owners.

Media and Analyst Contacts:

Janine Lule
Charisma! Communications
503.867.1125
janine@charismacommunications.com

Jim Lawrence
Compli
503.294.2020, ext. 121
jim@compli.com

Michael Benoit
Hudson Cook LLP
202.327.9705
mbenoit@hudco.com