



DIRECT COMMUNICATIONS INCORPORATED

PRESS RELEASE

"Linking Buyers and Sellers"

FOR IMMEDIATE RELEASE
For more information contact:
Anna Zemke
515-276-0442 ext. 120

**FOR A PERSONAL
TEST DRIVE
VISIT DCi BOOTH #33937
SOUTH HALL-UPPER LEVEL**

**CatalogRack.comSM Electronic Catalog Service
Now Free to Entire Aftermarket Industry**

Des Moines, IA – DCi announces that beginning November 1, CatalogRack.com is offered free to aftermarket businesses including Jobbers, Retailers, and WDs. The Internet-based electronic catalog is the industry's most comprehensive Source for Aftermarket Accessory and Performance Parts.

The service's easy-to-use look up process requires virtually no training, and provides over 30 million parts/applications from the industry's leading manufacturers. Specifically designed for use by countermen, it allows look-ups by Year/Make/Model, by part type, by part number and by characteristics.

Manufacturers are automatically included in CatalogRack.com when they use DCi's **ALL-ChannelsSM** electronic cataloging database. Every part and every application is included in CatalogRack.com along with photos, installation instructions, warranties, as well as required, related, and recommended parts. Information is updated every 24 hours.

For more information, contact Anna Zemke at DCi: (515) 276-0442 ext. 120, sales@dcinet.com, or visit www.CatalogRack.com.

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