

FOR IMMEDIATE RELEASE

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NEW BRAND IDENTITY FOR COMBINED CUROMAX AND DEALERACCESS ORGANIZATION UNVEILED

New integrated branding for DealerTrack Canada represents commitment and excellence.

TORONTO, Ontario, May 22, 2007 – Curomax Canada Inc. and DealerAccess Canada Inc., subsidiaries of DealerTrack Holdings Inc., (Nasdaq:TRAK), today announced that they are integrating these Canadian organizations under the new brand of DealerTrack Canada, effective immediately.

“In the United States, the DealerTrack brand is very strong, but is not as well known in Canada,” said Eric Jacobs, President, DealerTrack Canada. “We intend to grow the value of our brand in this country as we evolve the organization. We are committed to deliver on this vision by delivering new and innovative products to the market that help our customers drive new, profitable business opportunities.”

DealerTrack Canada has already consolidated its Canadian head offices, dealer development teams, management structure and much of its day to day operations. Over the next few months, it will focus its efforts, talents and resources in building an enhanced portal for use by its 35 lenders and 6,000 plus dealer customers.

“By adopting the look and feel of DealerTrack in all its communications, including advertising, portal branding and websites, we will be able to fully focus on delivering best-in-class technology across multiple industries, including automotive, recreational vehicles, powersport and home improvement,” said Debbie Oberender, Vice President, Marketing & Communications, DealerTrack Canada.

“Placing our business under a common Canadian brand represents a significant milestone for our new, combined Canadian operations,” said Michael Collins, Chief Operating Officer, DealerTrack Canada. “Curomax and DealerAccess are both successful businesses with excellent reputations, products and people. One of the themes of our integration has been to continue with the best of each business. In selecting the name DealerTrack Canada, we are also recognizing our business as a new company and as one that will be leveraging the expertise and products of our parent company, DealerTrack, to deliver greater operational efficiencies and lower operating costs to all our Canadian customers.”



About DealerTrack

DealerTrack Holdings, Inc. (Nasdaq: TRAK) is a leading provider of on-demand software and data solutions for the U.S. automotive retail industry. The company's online credit application processing product automates and accelerates the automotive financing process, while its integrated subscription-based software enables dealers to receive consumer leads, compare financing and leasing options, sell insurance and other aftermarket products, document compliance, and execute financing contracts electronically. Over 22,000 dealers, with more than 90% of all U.S. franchised dealers; over 350 financing sources; and other service and information providers are active in the DealerTrack network.

About DealerTrack Canada

DealerTrack Canada is an affiliate of DealerTrack Holdings, Inc. and is a leading provider of on-demand credit application processing solutions in Canada. DealerTrack Canada connects automobile, marine recreational vehicle, motorcycle, power sport and home improvement dealers across Canada to 35 financial institutions, and credit bureau and other strategic providers via its DealerAccess and Curomax platforms.

Over 6,000 dealers, including 90% of all Canadian franchised automotive dealers, use DealerTrack Canada's solutions to process consumer financing transactions.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding DealerTrack, DealerTrack Canada, benefits of the combination of the Curomax and DealerAccess businesses and platforms, each of their growth prospects, the value of the DealerTrack Canada brand, plans regarding new products or services, and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack Holdings, Inc. to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include: the ability to retain our customer base, the ability to integrate our Canadian operations, additional risks associated with international operations, and other risks listed in the DealerTrack Holdings's reports filed with the SEC, including the 2006 Form 10-K. These filings can be found on DealerTrack Holdings's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and we disclaim any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.

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