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PRESS RELEASE**TK Carsites Client Burnsville Toyota Wins the Top Digital Dealer Website Excellence Award**

The Dealer Website Excellence Awards recognize high-performing auto dealer sites, based on objective data gathered by automotive analytics firm Dataium. The awards are sponsored by Dealer Communications and were announced at the 11th Annual Digital Dealer Conference.

Irvine, CA (KPA, December 21, 2011) – Burnsville Toyota, a TK Carsites client, is the 2011 Top Winner of the Digital Dealer Website Excellence Awards. Burnsville Toyota earned this distinction by scoring higher than 229 other dealerships and dealer groups nationwide. Burnsville Toyota achieved the best score in the Number of Page Views per Visitor category, and scored in the top five for the following categories: Leads to Visitors, Searches to Visits and Returning Visitors.

Co-sponsored by Dealer Communications and Dataium, the Dealer Website Excellence Awards recognize automotive dealers and their website providers for exceptional performance in the websites they design and manage. The Dealer Website Excellence awards are based on the objective evaluation of auto dealers' website analytics. The website performance analysis is performed by Dataium, a TK Carsites partner and the largest aggregator of Internet auto shopper behavior.

"Teamwork is one of our biggest values at Burnsville Toyota," states Dick Sjoquist, President of Burnsville Toyota, "and we really appreciate the results we've achieved as a result of our partnership with TK Carsites. Burnsville Toyota gets between 500 to 800 leads per month, and at least 1/3 of those come from our website. We expect the number of leads we get from our TK Carsites site to grow in 2012, as we continue to combine good customer service with Internet marketing."

Burnsville Toyota uses the award-winning TK Carsites Power of 5 website. To maximize lead-generation, Burnsville Toyota's team has equipped their site with TK Carsites' search-optimized "banner ads," which match promotional graphics to the keywords each visitor used to find the site. Burnsville Toyota's team also uses TK Carsites' Power Indexed Inventory, which ensures that each vehicle can be easily found through organic search, and VSEO, search-optimized videos for each vehicle.

"I would like to congratulate Burnsville Toyota on their Internet marketing expertise," states Richard Valenta, Vice President of TK Carsites at KPA. "Burnsville Toyota embodies the TK Carsites ideal: dealers who invest in digital marketing and want to differentiate themselves through high-converting websites and effective search engine optimization."

Burnsville Toyota, located in Burnsville, MN, is a family-owned dealership committed to customer service and cutting-edge marketing. Burnsville Toyota's receipt of the Digital Dealer Website Excellence Awards shows that effective digital lead-generation is possible for auto dealers of all sizes. TK Carsites is proud to have counted Burnsville Toyota as a customer since 2004, and we look forward to continued success with them in 2012.

Burnsville Toyota – www.burnsvilletoyota.com

About KPA

KPA is a dealer services and Internet marketing provider for over 4,000 automotive, truck and equipment dealerships and service companies. KPA provides consulting services and software for three industry-specific product lines: (1) Environmental Health and Safety; (2) HotlinkHR, Human Resource Management; and (3) TK Carsites, Internet marketing. TK Carsites specializes in website design, automotive search engine optimization (SEO), social media and digital advertising for auto dealers in the U.S. and Canada. For more information, visit www.kpaonline.com and www.tkcarsites.com.

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