

JM Lexus Launches 'Night at the Movies' Social Media Promotion

JM Lexus, the No. 1 volume Lexus dealership in the world, launches "Night at the Movies," a social media campaign to build and enrich customer relationships. The promotion, beginning today, awards two Muvico movie tickets every day throughout the end of summer to JM Lexus fans on Facebook and Twitter.

To participate in the "Night at the Movies" promotion, you don't have to be a JM Lexus customer and no purchase is necessary. Simply visit JM Lexus' Facebook or Twitter page to register: <http://www.facebook.com/jmlexusfl> or <http://www.twitter.com/jmlexusfl>. Through the summer, JM Lexus will announce the movie ticket giveaways on both sites between 11 a.m. and 6 p.m. EDT. One pair of tickets will be given away to the first participant who clicks "Get Tickets" at a randomly selected time every day. Promotion ending August 31, 2010.

The dealership has recently expanded its online presence to a variety of social media networks as part of its overall business strategy. In addition to promotions and offers, it provides useful information to its online communities, such as tips on vehicle maintenance. Known for its excellence in customer service, JM Lexus' social media team continues to research and implement innovative ways to serve its guests.

The promotion was built on the GOSO platform, a social media management system on the forefront of technologies for the automotive industry.

About JM Lexus (<http://www.JM-Lexus.com>)

JM Lexus (<http://www.jmlexus.com>), located in Margate, Fla., is the largest Lexus dealership in the world, generating the highest sales volume among all Lexus dealers. It has maintained this distinction for the past 18 years. The dealership has state-of-the-art Service and Parts departments, as well as one of only a few Lexus Certified Collision Centers in the country. With its high customer satisfaction ratings year after year, the dealership consistently earns the Elite of Lexus distinction. In June 2007, the JM Lexus Certified Pre-Owned Superstore opened in Coconut Creek, Fla. JM Lexus is a subsidiary of JM Family Enterprises, Inc. (<http://www.jmfamily.com>), headquartered in Deerfield Beach, Fla., a diversified automotive corporation. It is ranked by Forbes magazine as the 30th largest privately held company in the United States. JM Family is currently ranked No. 28 by FORTUNE(R) as one of the 100 Best Companies to Work For, its 12th consecutive year on the list. The company is also ranked No. 3 on Computerworld's list of "100 Best Places to Work in IT."

About GOSO, LLC (<http://www.goso.com>)

GOSO, an automotive social media management system, is a combination of unparalleled service, technology and an intuitive platform with a complete suite of applications for the automotive industry. GOSO is a solution that also integrates seamlessly with a dealer's inventory, pulling data from trusted sources to generate rich, dynamic content that can be shared across various social networks, in addition to analyzing dealers' brand reputation, customer and vehicle sentiment in real time.

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