

March 16, 2009

**JM Lexus Becomes First Lexus Dealership to Receive WomenCertified Seal
Program Enhances Buying Experience for Women**

[Coconut Creek, FL] – JM Lexus, the largest volume Lexus dealership in the world for the past 17 years, recently became the first WomenCertified Lexus dealership. It was also awarded the WomenCertified Seal for outstanding sales and customer service practices.

The WomenCertified program is designed to teach sales and service professionals how to deliver service tailored especially to female customers. Statistics show that more than 83 percent of all consumer purchases are made by women, making them the primary customer in almost every industry. Some studies indicate that women influence as many as 85 percent of all automobile purchases.

“Every one of our customers is important to us, and our goal is to make their buying experience distinctive,” said Jim Dunn, vice president and general manager of JM Lexus. “We aim to create a comfortable atmosphere and provide clients with all the facts they need to make the most informed decisions possible. This is just another way we strive to be the best.”

JM Lexus is known for superior service, offering a state-of-the-art maintenance center complete with waiting room massage chairs and complimentary refreshments. The dealership also offers time-saving programs such as Ready Upon Arrival, which enables a customer to accelerate the purchase process of a Lexus through the Internet and have it ready for pick-up. Another benefit is Mobile Genius, where a service representative visits new owners to fully explain the workings of their vehicle’s features.

The WomenCertified certification further equips JM Lexus sales representatives with the tools to specifically address the buying needs of their diverse customers. To become WomenCertified, sales and/or service staff must complete intensive training to learn the communication and customer service skills proven to be the most effective and desirable among women customers. JM Lexus opted for the live training option on February 17 in order to maximize workshop interaction.

Developed by Delia Passi, a leading expert and author on marketing and communicating to women, the program includes a four-part online course track or live training and a culminating test. Passi has trained thousands of sales and service professionals across the nation in developing top communication skills, and she is the CEO of Hollywood-based Medelia, Inc.

“JM Lexus is now part of a growing group that is raising the bar in providing the best customer service experience to women,” said Passi. “Studies show that Americans are growing less satisfied with the levels of customer service they receive, and WomenCertified is working to reverse that trend. It’s a win-win opportunity for companies and consumers.”

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About JM Lexus

JM Lexus (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 17 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. (www.jmfamily.com), headquartered in Deerfield Beach, Fla., a diversified automotive corporation. It is ranked by Forbes magazine as the 23rd-largest privately held company in the United States. JM Family is currently ranked No. 33 by FORTUNE® as one of the 100 Best Companies to Work For, its 11th consecutive year on the list. The company is also ranked No. 7 on Computerworld's list of "100 Best Places to Work in IT."

About Women Certified

WomenCertified is a proven training and certification program rich with resources to help professionals increase sales through more effective communication and an enriched customer experience. For more information visit www.womencertified.com.

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