



For Immediate Release

Mechanic-on-Duty™ names Brian R. Schneider as head of sales and marketing.

May 11, 2009 (Toms River, NJ) – Mechanic-on-Duty™, The Motorist's Advocate™, announced it has named Brian Roland Schneider Managing Director of Sales and Marketing. Mr. Schneider's responsibilities are to establish direct and indirect sales channels as well as overseeing the marketing effort in support of these channels.

"Brian's diverse sales and marketing background provided an excellent fit for us", said Martin Conlon, Founder and CEO. "We are delighted to have someone of Brian's caliber, experience and enthusiasm at Mechanic-on-Duty™. Brian is committed to our goal of being The Motorist's Advocate™, when it comes to costly auto repairs."

Prior to joining Mechanic-on-Duty™, Mr. Schneider was one of the principal Factory Sales Representatives at the Viking Yacht Company. He worked closely with clients as project manager during the manufacturing stage of custom, hi-performance luxury sport fishing yachts. Mr. Schneider also worked at Attik Design in Manhattan where he performed commercial production and branding for new companies. Mr. Schneider got his start in the Schneider family owned business Collingwood Flea Market.

"The value proposition for MOD members is unique and over time will be as well known as roadside assistance is today" said Mr. Schneider. "Mechanic-on-Duty™ is a brilliant new service that offers motorists real time access to real people with real knowledge. More often than not, this will lead to real savings for our members."

Mr. Schneider is a graduate of New Jersey City University and has attended the School of Visual Arts in New York. He is married and the proud father of a newborn. Incidentally, Brian and his wife are members of Mechanic-on-Duty™.

Since its founding in 2008, Mechanic-on-Duty™ has been the premier advocate for motorists when it comes to costly auto repairs. MOD does not generate any revenue from auto repair industry sources. To enroll online visit www.mechaniconduty.com or call MOD 1.888.690.5663.

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