



Market Scan Information Systems, Inc.
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Market Scan Information Systems, Inc. Celebrates 20 Years In California

Market Scan Information Systems, Inc. today celebrates the twentieth anniversary of the company's entry into the California Market Place.

When asked about this milestone company President, Rusty West, said "In mid 1990 we had an opportunity to move our fledgling company from Atlanta, Georgia to Westlake Village, California. At that time we thought of Southern California as the richest most sophisticated auto market in the world. I remember looking at market reports and seeing that there were 576 new car dealers in L.A. County - that was more than in the entire state of Georgia. To say the move made sense is the understatement of the Century, it was one of the best decisions we ever made."

In the 7 years following Market Scan's move to California the company strategically entered every market in the Continental United States. Company C.E.O, Steve Smythe, states "We are in every state except Alaska and Hawaii" and he smiles when he *volunteers* to staff an office in Kona.

Market Scan continues to explore entry into different segments of the U.S. Auto Market and is considering expanding offerings to address the needs of the Automotive Industry on a global scale.

FOR MORE INFORMATION CONTACT:

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