



WRENCHHEAD.COM AND IZOOM.COM ANNOUNCE STRATEGIC ALLIANCE

([PRWEB](#)) August 13, 2000 -- iZoom Becomes Enthusiast Content Provider For Wrenthead: Wrenthead Parts, Accessories To Be Offered On iZoom

WHITE PLAINS, NY (August 2, 2000) - Wrenthead.com, the leading online retailer of auto parts, today announced a strategic e-commerce, marketing and editorial content partnership with iZoom.com, the preeminent automobile, classic car, and racing community on the web.

The three-year alliance calls for Wrenthead.com to become the e-commerce provider of all specialty equipment, accessories and automotive aftermarket replacement parts for iZoom.com. The two companies will combine their resources to create highly customized, theme and vehicle-specific product offerings and purchasing options.

Wrenthead.com will also supply its site visitors with co-branded editorial content from the iZoom.com team of automotive and motorsports industry experts. iZoom.com and Wrenthead.com will collaborate on co-branded promotions within each site, as well as within the Wrenthead.com e-mail newsletter, which reaches more than 200,000 subscribers.

"Wrenthead.com was developed to provide auto enthusiasts with access to the broadest range of superior quality auto parts online," said Wrenthead.com CEO Gus Conrades. "By combining our focus on auto-related products with the iZoom.com focus on entertainment, community, and top-notch editorial content, this partnership will result in increased features and services for all our users."

"The goal of iZoom.com is to serve as a comprehensive community and destination for any level car enthusiast," said Chris Besing, CEO of iZoom.com. "Now through this partnership with Wrenthead.com, we are able to expand our comprehensive customer offerings even further and expose our user base to the leading online provider of high-quality auto parts. We are confident that this relationship will bring a new level of service to our iZoom.com community members."

About Wrenthead.com

Wrenthead.com is an operating unit of Wrenthead.com, Inc., a leading provider of e-commerce tools for both business-to-consumer and business-to-business technology platforms in the automotive aftermarket sector. Wrenthead.com sells more than 1.5MM brand name auto and truck parts, accessories, performance products, and consumer merchandise. The site services professional mechanics with installation, maintenance and repaid expertise and also the "do it yourselfers." Wrenthead.com is funded by investment groups Polaris Venture Partners, Goldman Sachs & Co., WIT Capital, Paine Webber, CBS and SFX Entertainment. The Company is headquartered in White Plains, New York.

About iZoom.com

iZoom.com (www.izoom.com) is the preeminent online community for automobile, classic car and racing enthusiasts. By delivering exclusive content, entertainment, community interaction and e-commerce services



tailored to the unique needs and lifestyles of this audience, iZoom.com caters to every automotive affinity group- from the new car buyer to the sports car owner to the die-hard NASCAR fan. iZoom.com delivers customers to its e-commerce business partners further enabling them with this brand-loyal audience. For consumers and businesses alike, iZoom.com is the place to go when you want to know what's new, what's important, and why you should care. iZoom.com, Inc. is headquartered in Tempe, Arizona.



Contact Information

Wayne Neale

iZoom.com, Inc.

Online Web 2.0 Version

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