



Acacia Automotive Reviews 2007, Launches 2008 2007 spending brought enhancements, newest technology

Brentwood, TN January 4, 2008 – Acacia Automotive, Inc. (Ticker-ACCA) today announced that it has successfully implemented its 2007 corporate development plan and completed the upgrades at its Augusta Auto Auction location as it now looks to 2008 with high expectations.

Acacia's CEO Steve "*Junior*" Sample said: "It was a tremendous effort at breakneck speed to complete all our projects by the end of the year, but we met our goals and set the stage for 2008.

After acquiring Augusta Auto Auction in mid-July, we were faced with substantial remodeling to the facility, replacing aging technology, and upgrading a very sleepy business to become a very vibrant one. We have added numerous IBM workstations and laptops, a new high-speed server, an extended wireless network that covers the entire property and beyond, new HP laser printers (including Troy MICRs), wireless peripherals, and all but created a new in-house wired network. We added computers and printers on the auction blocks in becoming paperless, and are preparing to add many other new aspects to our technological status.

We continue to work with Vemark, LLC in a joint venture. Together, we have introduced their auction management system technology, SNaps, to the whole-car environment. Our recent implementation of SNaps has automated and streamlined our vehicle check-in process, while simultaneously increasing the amount and accuracy of information instantly available to us.

Additionally, we are excited about Acacia's increased ability to do business via the Internet. Static and simulcast online selling will be enabled soon, providing additional opportunities for our buyers and sellers. We have also developed a completely new and greatly-expanded financial reporting environment for 2008 that will be populated by data from the Vemark system on our command.

While all these things came at great initial cost and served to preclude profitability in 2007, we unanimously agreed that it was absolutely necessary in order to provide us with the springboard necessary to succeed in growing vigorously in 2008 and thereafter. Acacia is aggressively moving toward becoming a genuine *state-of-the-art* auction company."

Tony Moorby, President and COO of Acacia Automotive, said: “We have not spared any expense in this preparation, and the result is that we are now poised to implement the course of action for Augusta that came bundled with our acquisition plan. We have expanded our sales force and other staffing to accommodate the inevitable growth, and now prepare to make this an exciting New Year for all involved with us, especially the dealers.”

Moorby continued: “With this project all but completed, we can now concentrate on the next phase of our corporate development, being acquisition number two. That reality is much closer than one might imagine as we are currently engaged in the efforts to fund and close that project. The stage for 2008 has been set for multiple acquisitions and expansion into other aspects of the business. With proper execution, we are solidly in the race!”

Sample went on to say: “2006 and 2007 saw us invest substantial amounts in the restructuring, recapitalization, and revitalization of the public shell we acquired, culminating in July’s first auction acquisition. Those actions were the driving force behind Acacia’s transition from a shell company status to an operating company status with the SEC. The groundwork has been laid and the heavy spending is behind us as we now look toward profitability with our Augusta operation and this next substantial acquisition. To guide us through the complex labyrinth of funding and acquisitions, Acacia has retained the Investment Banking Advisory services of specialty finance company 4G Group, LLC, and the Private Equity Advisory services of Clarison Capital, LLC, as its advisors. As an experienced investment banker and broker-dealer, we feel they have all the tools necessary to take us where we want to go in the shortest period of time. And that trip begins now!”

About Acacia

Acacia Automotive, Inc. (www.acacia.bz) is a publicly-traded corporation and America’s newest whole-car vehicle auction holding company, but comes with seasoned veterans in management. Acacia believes there were once three companies in balance that provided the industry’s clients with a solid stance and fair choice. That balance was toppled when one leg was eliminated with the sale and subsequent absorption of ADT Automotive in 2000. Acacia intends to bring back that balance and return a much-needed stabilization to the industry, believing that “competition is a good thing.” Acacia is currently reviewing several acquisition opportunities as it prepares to add its second auction in line with its plans to acquire approximately four additional auctions per year well into the future.

This release includes forward-looking statements within the meaning of the Private Litigation Reform Act of 1995. Such statements, including information and statements regarding anticipated financial results, potential success of anticipated acquisitions, business operations, product marketing and potential market opportunities are subject to certain risks, trends and uncertainties that could cause actual results to differ materially from those projected, expressed, or implied by such forward-looking statements. The forward-looking statements in this document are made as of the date

of publication hereof and the Company does not undertake to update its forward-looking statements.

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