



Acacia Reunites with Auction Software Inc.

Updates operating system with newest enhancements

North Augusta, SC Sept 2, 2008 – Acacia Automotive, Inc. (Ticker-ACCA) today announced that it has recently been reunited with Auction Software Incorporated (ASI), America’s leading auction software provider.

Acacia’s CEO Steve “*Junior*” Sample explained: “When we acquired Augusta Auto Auction in mid-2007, it came equipped with an older version of the ASI operating system and with only a limited number of the available modules. It wasn’t the most modern or flexible system, but the previous owners were content to have it that way and Acacia only saw a basic system without the bells and whistles. Not realizing what could have been, we began looking at various software systems that we felt could take us into the future with expanded capabilities.” For whatever reason, ASI’s management and Acacia did not properly connect at that early juncture, and they drifted apart as Acacia considered working with Vemark, LLC in developing their salvage auction software for use in the whole-car industry. “It was just one of those things”, said Sample “that should not have happened...but did. Everyone was looking the other way.”

The resulting effort of Vemark to work through Acacia to develop their SNaps® operating system for the whole-car auction industry proved to be a much larger project than anyone ever realized. Vemark finally realized that the differences between salvage and whole-car auctions are huge. The development issues that ensued were overwhelming to Acacia at its Augusta Auto Auction unit. “We tried for months to overcome the tremendous effects that accompanied the new software development process, but in the end we had to acknowledge that it was just more than we could handle” said Sample. “Our business took it on the chin in every conceivable way.” As the company decided to once again look for the answer, ASI came back onto the radar screen.

Ron Ball, ASI’s owner, was invited to Augusta Auto Auction to discuss the values and features of his software with Acacia’s president Tony Moorby; its regional director of sales and operations David Bynum; its CEO Steve “*Junior*” Sample; and the auction’s general manager Dan Dorsey. “After seeing what ASI could do, we were amazed!” said Dorsey. “Had we known that a year earlier, we would have simply upgraded to the current version, added the appropriate modules, and saved a lot of heartaches. Now we can once again concentrate on growing our auction sales and quit wasting time on programming issues and system breakdowns.”

Acacia’s Bynum said: “When I arrived on the scene in April as director of sales and operations for the Company, I told Tony and “*Junior*” that we needed three things to accommodate our plans and move us to the next level: quicker access to accurate

financial results, a computer network and operating system we can believe in, and a new facility. We saw the first two wishes come true when we completely modernized our technology hardware and infrastructure and returned to ASI, and the new facility is already on the drawing board!”

“We are extremely pleased with the great support and the air of cooperation we have received from Ron and ASI at every turn,” said Sample. “Their trainers have been exceptional and the whole employee attitude has changed at Acacia’s Augusta Auto Auction. Experiments may have their time and place, but experimenting with our auction operating software proved to be an extremely bad idea for Acacia. We are lucky to still be standing after that episode!”

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 may include 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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