



Acacia Automotive Announces Management Enhancements

Brentwood, TN and North Augusta, SC January 1, 2009 – Acacia Automotive, Inc. (Ticker-ACCA) today announced that it has expanded its management capabilities in preparation for additional growth.

Acacia's CEO Steve "*Junior*" Sample said: "This day marks another milestone in our development and preparation for the future. Tony Moorby, who has served as our President and COO during the Company's formative stages, has assumed the critical role of Chairman of our Corporate Advisory Board. Tony has been pivotal to our success as we launched from our beginnings in 2006, and has brought us to the posture where he can now reduce his heavy travel schedule while still bringing his keen intuition and guidance to our development process. Tony still has children in school, and this will give him the opportunity to spend more quality time with his family during those important years. He was unable to make this long-planned transition until we installed a key person in the operations slot, and that position has now been filled with the appointment of David Bynum as Vice President and Chief Operating Officer for Acacia Automotive. We will now have the best of the best with David heading field operations and Tony continuing to provide ~~critical~~ guidance and advice directly to the corporation."

Moorby commented: "This is a great day for everyone concerned, including Acacia's shareholders. I initially agreed to take on a heavy load during the start-up while striving to help balance the company to the point that I could ultimately assume the role as a key player while still having more time to spend with my family during this special time in our lives. Bringing David Bynum on as Vice President of Operations for Acacia will now make all that possible, even as it makes the Company stronger and more agile going forward. The Company knew that I continued to own Tony Moorby and Associates with real estate and automotive involvements in the Nashville area, and that I would eventually have to devote additional time to keeping those operations running smoothly. This gives me the time to address some loose ends in those areas in addition to meeting my family objectives, yet allows me to inject my years of experience directly to Acacia's benefit. It will be a seamless transition for everyone."

David Bynum has extensive experience in the auto auction industry, having owned and operated an Atlanta-area Chevrolet dealership, served as an area manager for National Car Rental in the Georgia/South Carolina area, as well as being general manager of the highly-successful Southern States Vehicle Auction under the ownership of Anglo-American Auto Auctions (later named ADESA Atlanta Auto Auction), ADT Automotive, and ADESA Auctions. He later served for several years as ADESA's Regional Vice President for the southeastern U.S., and spent his last two years as ADESA's National Heavy-Duty Truck and Equipment Manager prior to leaving the industry in 2006. After leaving ADESA, Mr. Bynum spent nearly two years with his son in building new upscale

homes in the Atlanta area before deciding to return to the auto auction industry. Bynum joined Acacia's Board of Directors on May 16, 2007, and began taking a direct but part-time management role in April of 2008 in overseeing the company's Augusta Auto Auction operations.

Said Sample: "When I left Manheim Auctions at the beginning of 2002 to save a failing ADESA Auto Auction operation in Florida, it was my pleasure to serve under David in his role as ADESA's Regional Vice President. I have never had so much respect for a direct manager as I have for him. David has always been a very intelligent, hands-on, proactive manager who strives for success, and who has a wonderful way of making everyone want to hop onboard with him. I can truly say that if David had not been there for me, I would not have brought the place to profitability as efficiently as I did. With David's priceless support, we made a complete turnaround of nearly \$2 million EBITDA at that auction in only ten months. David has now turned his talents to Acacia, and more specifically to our Augusta operation as a beginning. We have already seen that David's direct efforts have elevated our unit sales and operating revenues to new records. Tony and I could not have been more pleased with David's successes."

In speaking of the new opportunity, Bynum said: "After leaving the auction business in 2006, I thought I could enjoy the slower pace and serenity of the home-building business with my son. While we were very successful and continued to have a backlog of projects, I quickly learned that I missed the day-to-day buzz that envelops the auction industry. I sorely missed the opportunity to talk with my many friends in the business, and soon longed for a return. After carefully planning my exit from the building business over a period of months, I was finally able to sever the ties that precluded my singular concentration on the Acacia objectives, and can now give my all to those efforts. I am absolutely loaded with enthusiasm and confidence that we will put Augusta Auto Auction on the map in a much larger way than it ever enjoyed over its years of existence. The potentials for growth and profits there are very exciting, and we have already placed in motion many of the new systems and programs that are taking us in that direction. Q3 was a very uplifting period, and shows me that our efforts can pay off as expected. Working with Tony again is everything I could expect. He has always been a great leader in this industry, and has been regarded as a good friend by all who know him. I am at the front of the line in my high regard for him."

Moorby added: "It was a sincere pleasure to have David on my staff of auction general managers at Anglo-American/ADT Automotive and ADESA. He literally lights up any auction with his quick thinking, keen sense of awareness, and penchant for immediate action. There are very few like David in the industry, and Acacia is very fortunate that he elected to make his grand re-entry with us. In my opinion, there is no one more deserving for us to award the COO title than David." With Bynum's appointment as Chief Operating Officer, Moorby was freed to head the new Advisory Board and continues to sit on Acacia's Board of Directors.

"Acacia has enjoyed some thrilling days in its short history," said Sample, "and this is just one more. Now having the expanded experience of Tony as our direct Advisory

Board Chairman and having David assuming the role of operations guru in the trenches gives us a capability we have very much needed and never attained. I enjoyed the best of times when working at Anglo-American/ADT Automotive and ADESA when both David and Tony were there, and now finally having them both on line with Acacia is like a dream come true. Tony will continue to aim us in the right directions and to give us the huge advantage of his management experience and expertise as we implement this new team strategy. He gave more than we asked as he labored and traveled extensively this past 27 months, and now it is our turn to pay him back by giving him the personal time he so deserves. The great part is that we will continue to have the advantage of the 'Moorby touch' even as he meets more of his own business and personal goals. I see Tony as a great friend and business guru to us and as a great father and husband to his family. And after all, three heads are better than two any day of the week!"

Acacia has signed a Letter of Intent to acquire its next auto auction operation, and plans to acquire a substantial number of auctions under its business plan. The company is currently reviewing various models for funding its future acquisitions, and will decide on its direction early this year.

About Acacia

Acacia Automotive, Inc. (www.acacia.bz) is America's newest publicly-traded automotive auction services 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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