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URBAN SCIENCE SIGNS RENEWAL CONTRACT WITH VOLKSWAGEN OF AMERICA, INC. AND AUDI OF AMERICA, INC.

DETROIT, January 13, 2003– Urban Science, a global strategic consulting firm, announced today that it has signed a renewal contract with Volkswagen of America, Inc. and Audi of America to provide dealer network support to both companies for an additional three years.

"We are proud to be a part of Volkswagen and Audi's recent successes, and we look forward to continuing our partnership with both organizations," said Kevin Smith, VW/Audi account manager for Urban Science.

A leader in helping clients maximize sales opportunities, Urban Science has worked with Volkswagen and Audi for more than 15 years, providing dealer network planning systems that utilize sales and demographic data to analyze network performance and identify incremental sales opportunities.

Additionally, Urban Science will provide Audi with sales analysis and forecasting tools, as well as lead-management services, which enhance sales leads and forward them to appropriate dealerships, permitting Audi to measure the conversion of leads to sales, known as closing rates.

Founded in 1977, Urban Science provides customized intelligent solutions to companies seeking to increase the market share and profitability of their retail networks. Urban Science is headquartered in Detroit and serves its global clientele from offices in the United States, Spain, England, Germany, Italy, Australia, The Netherlands, Mexico and Japan. For information: www.urbanscience.com.

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