

For Immediate Release

Quorum Contact: Mark Allen
403-777-0036
AllenM@QuorumDMS.com

XSELLERATOR™ Announces Sales Performance Pack

Quorum's Flagship DMS Helps Dealers Increase Vehicle Sales and Gross Profit

Calgary, AB, October 15th, 2019 – Quorum Information Technologies (Quorum) (TSX Venture: QIS) announced today a set of integrated tools designed to help dealerships maximize the performance of their vehicle sales departments.

The new XSELLERATOR DMS Sales Performance Pack includes:

- Customer relationship management (CRM) functionality to nurture leads and facilitate customer retention, as well as vehicle inventory management, that is already embedded in the DMS.
- Autovance Desk, a powerful desking system with professional customer presentation, and Desk Plus (that includes F&I menu selling).
- Lead Generator, a tool for mining the dealership's data to identify potential sales leads, such as customers that are in-equity or are near their lease/finance contract end date.
- QLeads, for managing Internet leads from a dealer's website and other online sources.
- Q Analytics for Sales, a cutting-edge management dashboard to help you measure your sales team's performance and keep on track for increased results.

Combined, this set of integrated tools form a seamless business process that help dealers' vehicle sales departments thrive in today's competitive market as well as drive increased gross profit.

Dan Ichelson, XSELLERATOR's Vice President of Product and Operations stated, "We recognize the challenges that dealers face today to maintain and increase vehicle sales in a market that is flat, or even declining. Each new customer is a hard-earned conquest, as there are essentially no new vehicle sales customers entering the market. The XSELLERATOR Sales Performance Pack is designed for dealers to compete head-on in this environment by helping them streamline the entire

sales acquisition process: from proactively identifying potential customers, to efficiently handling incoming leads, to working with them to close a vehicle sale once they are in the store, and then retaining them as customers for future purchases.”

To request additional information, please contact Quorum’s Customer Solutions Group at 877-770-0036 extension 520, or CustomerSolutions@QuorumDMS.com.

About XSELLERATOR

XSELLERATOR is Quorum Information Technologies’ (Quorum) (TSX-V:QIS) flagship Dealership Management System (DMS) that automates, integrates and streamlines key processes across all departments in a dealership with a focus on capabilities that help dealers generate revenue and satisfy their customers. Launched over 20 years ago, XSELLERATOR includes tools designed to maximize revenue opportunities for dealerships such as Customer Relationship Management and service vehicle inspection and quoting processes. Quorum is a Microsoft ISV Gold Partner and XSELLERATOR is developed with modern mobile-enabled technology. For additional information, please visit www.QuorumDMS.com.

About Quorum Information Technologies Inc.

Quorum is a North American company focused on developing, marketing, implementing and supporting its portfolio of software and services for automotive dealerships and is traded on the Toronto Venture Exchange (TSX-V) under the symbol QIS. For additional information please go to www.QuorumDMS.com.

Forward-Looking Information

This press release may contain certain forward-looking statements and forward-looking information ("forward-looking information") within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "expect", "may", "will", "project", "should" or similar words suggesting future outcomes. In particular, this press release includes forward-looking information relating to results of operations, plans and objectives, projected costs and business strategy. Quorum believes the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon.

Forward-looking information is not a guarantee of future performance and involves a number of risks and uncertainties some of which are described herein. Such forward-looking information necessarily involves known and unknown risks and uncertainties, which may cause Quorum's actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking information.

Neither the TSX Venture Exchange nor its regulation services provider (as that term is defined in the policies of the TSX Venture Exchange) has reviewed this release and neither accepts responsibility for the adequacy or accuracy of this release.

###