



Jumpstart Automotive Media Launches Jumpstart Labs; Hires Eve Maidenberg to be Senior Director

San Francisco (March 25, 2008) Jumpstart Automotive Media, the leading automotive publisher rep firm, announced today that it has launched a new marketing services group, Jumpstart Labs. Eve Maidenberg has joined the company as Senior Director in charge of the group.

Jumpstart Labs will support client advertising efforts with creative development of digital advertising and publisher partner creative needs such as website enhancements, user interface analysis, emerging media products and syndication opportunities. Labs will support Jumpstart's large local dealer group and regional dealer association customers who don't currently have creative agency partners, as well as increasing support for their OEM national clients and agencies. The goal is to provide customized solutions focused on speed, responsiveness, and client business performance.

"Jumpstart is a true partner and thoroughly understands digital marketing," says Pancho Diez-Rivas, General Manager at Esserman International. "Not only do we rely on Jumpstart to get us in front of the right audience, but they provide a turnkey solution that includes delivering our advertising messages with effective creative. Jumpstart has always gotten our message in front of in-market customers. Their new creative capability will allow them to adjust creative faster in response to advertising response rates."

Ms Maidenberg comes to Jumpstart from Publicis Modem (San Francisco) where she was Associate Creative Director and worked with Amgen and Wyeth Pharmaceuticals, HP, Sony, and Blue Shield of California. Before Modem, she was at Digitas as Senior Art Director working on Starwood Hotels, American Express, Allstate, Pfizer, and AT&T Wireless. Ms Maidenberg started her own design firm (*Evie Design*) in 2004 and has been nominated for two Webby Awards and an Addy Award for her work in 2007.

"Jumpstart Labs was created in response to the needs of Jumpstart's family of publishers and clients. We are excited to welcome Eve as leader of this new team," says Chad Beasley, Vice President of Marketing. "This group and position furthers our commitment to driving innovative creative strategies and concepts for the benefit of our partners and advertisers. Eve is absolutely the best person for the role."

Jumpstart Automotive Media, Inc. (www.Jumpstartautomotive.com) partners with leading web publishers to create the Internet's largest and highest quality community of car shoppers. Fueled by a passion for performance, Jumpstart is committed to maximizing publisher revenue and advertiser results through innovative products and services. Jumpstart customers include every automotive manufacturer, regional dealer association, and the top 100 automotive dealers. The portfolio of publishers include NADAguides.com, Vehix, Consumer Guide Automotive, JD Power Autos, Shopping.com, CarandDriver.com, RoadandTrack.com, CycleWorld.com, CarSoup.com, U.S.News.com, HybridCars, and CarGurus. Additionally, Jumpstart has been on the forefront of behavioral targeting and extends its in-market audience of car shoppers via premier distribution partners.