

## Steve Wilhite Joins Jumpstart Automotive Media as President

### New President aims to add greater value to publishers, marketers, and automotive consumers

**San Francisco (May 28, 2008)** Jumpstart Automotive Media, the leading automotive publisher rep firm, announced today that Steve Wilhite, a veteran auto marketer who has worked with Volkswagen, Nissan and Hyundai, has joined the company as President. The San Francisco based position is newly created and will report to Chief Executive Officer Mitch Lowe. Mr. Wilhite will direct all sales, marketing and product development at Jumpstart and will join the company's Board of Directors.

"This is a massive win for Jumpstart," says Mr. Lowe. "Steve brings terrific leadership, marketing skills and unique, in-depth automotive expertise to the company. The timing is perfect as we position Jumpstart for dramatic growth as a new media consultancy that will provide leadership in online automotive advertising at every level from manufactures to individual dealers. Moreover, we will become a media company involved in content creation, syndication and publisher service that further unites the auto sites within our family of publishers."

Mr. Wilhite most recently was COO of Hyundai North America. Earlier he was Vice President of Global Marketing Communications at Apple. He served as Vice President of Marketing at Volkswagen where he earned Brandweek's 'Marketer of the Year' for development of the 'Drivers Wanted' campaign and introduction of the new Beetle. Mr. Wilhite was also Vice President of Marketing at Nissan North America where he introduced Shift\_ and later Senior VP of Global Marketing for Nissan and Infiniti.

"I've been spending time with Mitch and the team at Jumpstart over the past six months. My level of interest and enthusiasm grew with each meeting," says Mr. Wilhite. "The company has assembled a terrific group of talented, passionate people and is building an exciting culture of creativity, performance, accountability, and fun. Jumpstart has a tremendous opportunity to leverage the strength and performance of its products and services to help automotive publishers and automotive marketers improve profitability while simultaneously improving the customer shopping experience. This will be fun."

**Jumpstart Automotive Media, Inc.** ([www.JumpstartAutomotiveMedia.com](http://www.JumpstartAutomotiveMedia.com)) is the leading automotive publisher rep firm and has created the largest and highest quality audience of car shoppers online. Fueled by a passion for performance, Jumpstart is committed to maximizing publisher revenue and advertiser results through innovative products and services. Jumpstart customers include automotive manufacturers, regional dealer associations, 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, 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. Jumpstart is a wholly-owned subsidiary of Hachette Filipacchi Media U.S.