

## **Grant Whitmore Joins Jumpstart Automotive Media as GM, Publisher & Business Development Whitmore to Lead Key Growth Areas for Company**

**San Francisco (May 13, 2008)** Jumpstart Automotive Media, the leading automotive publisher rep firm, announced today that Grant Whitmore has joined the company as General Manager, Publisher & Business Development. The San Francisco-based position is newly created and will report to Chief Operating Officer, Dillon McDonald.

Mr. Whitmore joins Jumpstart from BarNone, a division of First Advantage, Inc., where he was the Business Unit President in charge of the leading finance lead generation company in the industry from 2006 to 2008. Prior to that, Mr. Whitmore was a client of Jumpstart's while Vice President & General Manager of Consumer Guide Automotive, now a division of HowStuffWorks.com. Mr. Whitmore began his career in automotive publishing at Edmunds.com as Managing Editor and Director of New Product Development.

"We started working with Grant in 2002 as a key partner and have always recognized him as one of the most talented publishers in the interactive media business," says Mr. McDonald. "He is an exceptional leader and will successfully motivate two areas within the company where relationships and thought leadership are paramount. Most importantly, Grant fits perfectly within our unique culture at Jumpstart and I'm very excited to have him on the team."

Mr. Whitmore will oversee Publisher Management and Business Development, responsible for driving the growth and overall success of each individual publisher partner within the Jumpstart family, while continuing to attract and develop new publishers deemed a strategic fit for the company and its family of publishers.

"As a former client, I've seen Jumpstart's commitment to helping publishers grow revenue through national, regional, and local advertising solutions, allowing them to focus on delivering the top-quality traffic that best meets advertisers' needs," says Mr. Whitmore. The result is that Jumpstart is able to deliver publishers a complete revenue solution that monetizes all channels of their site, while allowing advertisers to reach and influence the purchase decisions of millions of car shoppers each month. I'm excited to help further our leadership position in this space and will continue to grow the quality audience Jumpstart's advertisers have grown accustomed to. The best years are ahead of us as we help our publishers and automotive marketers become smarter and more profitable."

**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 mega 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.