

Jumpstart Automotive Media Promotes Joe Kyriakoza to Vice President, National Advertiser Solutions

Will Oversee National Sales and Product Strategy

San Francisco (April 2, 2008) Jumpstart Automotive Media, the leading automotive publisher rep firm, announced today that Joe Kyriakoza, who has been Jumpstart's Vice President of Product Strategy for the past two years, has been appointed to Vice President, National Advertiser Solutions. The newly-created position includes direction of national sales and product strategy.

"Joe has been at Jumpstart for over two years, and is a big reason why the company's sales growth has more than doubled each year under his direction," says Dillon McDonald, Jumpstart's COO. "He is an exceptional leader and true visionary automotive expert. Joe will have help Jumpstart meld product strategy directly with what he hears and sees from our customers in the marketplace. He will without doubt, do an outstanding job, as always."

Mr. Kyriakoza will manage a sales staff based in Royal Oak, MI and Santa Monica, CA, and a product management team based in Royal Oak. Mr. Kyriakoza's teams will be responsible for providing automotive manufacturers, regional dealer associations and allied services companies with a breadth of online product solutions and opportunities to reach in-market automotive shoppers and influencers.

"Jumpstart is uniquely positioned to deliver products and solutions to meet a variety of needs of our automotive clients," says Mr. Kyriakoza. "I'm excited to help further our leadership position in helping reach auto shoppers online."

Jumpstart Automotive Media, Inc. (www.JumpstartAutomotiveMedia.com) is the leading automotive publisher rep firm and has created 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 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.