

## Jumpstart Automotive Media Closes First Institutional Round of Financing



### *Only Outside Financing Since Company Launched in 2000*

SAN FRANCISCO (August 28, 2006) Automotive advertising network Jumpstart Automotive Media has closed its first round of institutional financing, six years after the company was founded. Jumpstart has been profitable since its launch in 2000.

The \$10 million minority-stake investment was made by Alta Communications, a Boston-based private equity firm which focuses exclusively on opportunities in the media and telecommunications industries.

Jumpstart Automotive Media reaches more than 5 million in-market car shoppers per month with its portfolio of advertising programs that include contextual display advertising, behavioral targeting, search marketing and lead-generation. Jumpstart's targeted reach and innovative marketing programs help automotive manufacturers and dealers improve their advertising results and help web publishers achieve a maximum return on their audience. Jumpstart counts every automotive manufacturer and more than one thousand automotive dealers as customers.

"Jumpstart's revenues doubled from 2005 to 2006 and are expected to double again in 2007. The company is well positioned in a fantastic marketplace and this investment will enable us to grow even faster by expanding staff and facilities," says Jumpstart CEO Mitch Lowe. "We are very pleased to have Alta Communications as an investor. They really understand the changing dynamics of the media industry. The other investors we spoke to were more technology focused but Alta very quickly grasped what Jumpstart is all about and the future ahead of us."

"Jumpstart Automotive Media has a unique, industry-leading business model and is led by solid top management with strong experience in automotive, marketing and online advertising," says Tim Dibble, Alta's Managing General Partner. "This is a company that has made money from its inception and we see only great things ahead for Jumpstart."

**Alta Communications** ([www.altacomm.com](http://www.altacomm.com)) is a Boston-based private equity firm which focuses exclusively on opportunities in the media and telecommunications industries. Alta's partners possess over 100 years of collective communications investment experience, making Alta the partner of choice for several of today's leading media and telecommunications companies. Currently Alta manages \$1.5 billion of aggregate capital and is making new investments out of its \$500 million Alta IX fund.

**Jumpstart Automotive Media, Inc.** ([www.JumpstartAutomotiveMedia.com](http://www.JumpstartAutomotiveMedia.com)) partners with leading web publishers to create the Internet's largest and highest quality community of car shoppers. Jumpstart's targeted reach and innovative marketing programs help automotive manufacturers and dealers improve their advertising results and help web publishers achieve a maximum return on their audience. Jumpstart counts every automotive manufacturer and more than one thousand automotive dealers as customers. Key publisher partners include NADAguides, Vehix, Consumer Guide Automotive, J.D. Power Autos, ValueClick, Google and Yahoo.