



Infomercial Consulting Campaign Wins Four Telly Awards For CarMD® TV Infomercial

SALT LAKE CITY, UT – (July 17, 2010) – Infomercial Consulting, a leading full service direct response consulting company, today announced that the television production of an infomercial, produced in cooperation with The Barry Marketing Group, has been awarded four Telly Awards. The production, for the CarMD direct response campaign, won two awards for Videography and Cinematography, and one each in the automotive and miscellaneous products categories.

The 30th Annual Telly Awards, honoring the very best television commercials and programs, as well as the finest video and film productions, received over 11,000 entries from all 50 states and 5 continents.



For the CarMD infomercial, Infomercial Consulting coordinated the writing, directing and producing of the half-hour infomercial, and consulted on the web site development, internet marketing, shopping show exposure and retail distribution.

The CarMD® Vehicle Health System works on all 1996 and newer cars, light trucks, SUVs and minivans manufactured for use in the U.S. The easy-to-use system has been used by tens of thousands of customers to “Quick-Check” their vehicles. Within seconds, its color-coded (green, yellow, red) LEDs tell the driver if the vehicle’s systems are running normally, which is beneficial when inspecting a used car, preparing for a road trip or checking for state emissions test readiness. What makes the product different from a diagnostic tool you might find at a local automotive parts store is the CarMD database, which was developed over a 12-year period and is updated daily with real-life fixes from Automotive Service Excellence (ASE) Technicians. If a problem is found, CarMD customers can connect the device to their own Mac or PC and generate a report with probable cause, fix and estimated repair costs, including parts and labor by region. CarMD customers also get Staying Healthy information such as safety recalls and scheduled service reminders.

About Infomercial Consulting

Infomercial Consulting provides full service consulting on all aspects of national and international direct response marketing and sales. For more information visit <http://www.infomercialconsulting.com>.

About CarMD.com Corp.

The mission of Fountain Valley, Calif.-based CarMD.com Corp., is to empower consumers by providing the tools and information needed to make better-educated decisions about their vehicles’ health and maintenance. Distributed by CarMD.com Corp., CarMD is priced at \$98.99 and is available in the U.S. direct to consumers via two convenient options: 1) toll-free phone: 888.MyCarMD (888-692-2763), or 2) online at www.CarMD.com. The product is supported Monday – Saturday from 6 a.m. to 6 p.m (PST) by live ASE certified technicians based in the U.S.A.

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