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**Media Contact:** Kristin Brocoff, CarMD.com Corp.  
(949) 400-4899  
kristinB@CarMD.com

## **CarMD.com Corp. Announces DRTV Campaign Debut**

- ***HD Infomercial Educates Consumers About How CarMD® Product Can Save Drivers Time & Money on Vehicle Health & Maintenance***

**FOUNTAIN VALLEY, Calif. – (Oct. 1, 2009)** – CarMD.com Corporation today announced the debut of its direct response television (DRTV) infomercial production. The 28.5-minute infomercial is designed to educate drivers across America about the CarMD® product, which allows consumers to save time and money on their vehicles' health and maintenance. The infomercial will premiere to a private audience this evening, and will begin its national and regional media rollout this October, with plans to air across the U.S. in the coming months.

"Now that the Cash for Clunkers program is over, drivers are starting to realize that a poorly maintained vehicle is more expensive than addressing repairs early, says Art Jacobsen, director of business development for CarMD.com Corp. "There are more than 160 million vehicles on the road with computerized on-board technology to monitor hidden problems. Most drivers don't realize that a product like CarMD exists to offer an easy-to-use solution that help drivers access this information to save time and money on vehicle health and maintenance."

Jacobsen adds that the CarMD family has long believed that television is the ideal venue to educate and empower consumers about the company's tool and technology. "We believe the current economy, market size and team we have in place make now the ideal time to achieve television and retail success," he says.

Bill Kittel, president of Barry Marketing Group, a leading infomercial marketing company with two decades of experience, has been selected to manage this campaign. The campaign includes script development, high definition video shooting, editing and targeted media buying. "I was amazed at the power of the database, which drives the CarMD system, and we are very excited to be bringing this product to DRTV" said Kittel. Consulting with Kittel on the campaign is Art Wing, president of Little Giant Ladder Systems, which has one of the most successful infomercial campaigns in U.S. history.

"I was compelled to consult on this infomercial campaign because of this product's price point and the power of the tool, not to mention the mass market appeal," says Wing. "A car is often a consumer's first or second biggest purchase. CarMD offers a product priced under \$100 that can potentially save owners thousands of dollars during their vehicles' lifetime."

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The infomercial was filmed in high-definition using the Red One™ digital cinematography camera, which has been billed by several in the industry as the “Lamborghini of video cameras” for its quality, range and resolution. It features Chris Jacobs, TV celebrity and automotive enthusiast, and Keri Hatfield, Miss Utah USA 2000, as they journey across the American landscape in the CarMD truck and trailer to talk with drivers about how CarMD has helped them with their vehicles’ health and maintenance.

“Scripting and filming this infomercial has been a pleasure, but what has impressed me the most is the sheer volume and sincerity of the testimonials we have received,” says Kittel. “People from Atlanta to Washington have real stories to tell about how CarMD has empowered them to save time, save money and get overall peace of mind when it comes to their vehicles’ health. It’s always fun to sell products that help people and are leaders in their industry.”

The award-winning CarMD® handheld device and software kit works on all 1996 and newer cars, light trucks, SUVs and minivans manufactured for use in the U.S. – foreign and domestic. The easy-to-use tester has been used by tens of thousands of customers to “Quick-Check” their vehicles. Within seconds, its Vehicle Health Monitor™ LEDs (green, yellow, red) 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 getting ready for an emissions “smog” check. If a problem is found, CarMD customers gain access to a database with tens of thousands of real-life fixes from ASE Certified Technicians. By using the included Mac/PC software, USB cable and a personal Internet connection, customers can generate a diagnostic report with probable cause, fix and estimated repair costs, including parts and labor by region.

“Vehicle manufacturers are actually doing a very good job at producing vehicles that are capable of lasting a very long time,” says Jacobsen. “The average age of a passenger vehicle is now 9.4 years. By taking care of their cars and trucks, consumers can reasonably expect to see a 10- to 15-year lifespan for their vehicles, and CarMD.com Corp. intends to provide some of the solutions to help make this a reality.”

### **About Barry Marketing Group**

Founded in 1986, Salt Lake City-based Barry Marketing Group is a leading infomercial marketing consulting company. Barry Marketing Group consists of a network of advertising, marketing and public relations professionals specializing in cost effective, results oriented advertising and direct marketing campaigns.

### **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](http://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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*(Media Note: Select media interviews with CarMD.com Corp. management team and Barry Marketing Group are available. High-resolution photography of the product and production are also available. Please send your requests to Kristin Brocuff via email: [KristinB@CarMD.com](mailto:KristinB@CarMD.com).)*