

Cars.com Announces Double Ad Buy in Super Bowl XLV

CHICAGO, Oct. 18 /PRNewswire/ -- Cars.com, one of the nation's leading resources for buying and selling a car, is heading to the Super Bowl XLV (February 6, 2011) with two brand new commercials. The site's return to the Big Game marks the fourth consecutive year it will advertise alongside some of the most recognizable brands in the country.

"Advertising in the Super Bowl is a proven investment, which is why we're returning," said Mitch Golub, president of Cars.com. "The massive audience gives tremendous lift to our business, and as we continue to grow Cars.com and our offerings to car shoppers and dealers, it's paramount that we devote our resources to channels that will continue our trajectory as the fastest-growing brand in our category, and bring more overall value to our advertisers."

Cars.com will add to its 'Confidence' campaign with two 30-second spots: one in the third quarter and one in the fourth quarter. The new ads will show how Cars.com drives confidence with expert and consumer vehicle reviews, helping car buyers confidently pick the right car. DDB Chicago, the site's advertising agency of record, will develop the spots.

"The unique attention paid to Super Bowl ads ensures our messages are delivered," said Carolyn Crafts, Cars.com vice president of marketing. "Our ad during last year's Super Bowl reached more than 106 million viewers – the largest television audience of all time, and after the game we not only saw an enormous surge in visitors to Cars.com – and a record number of referrals to our advertisers – our awareness has continued to grow since then. In September 2010 more people used the considerable resources of Cars.com than any other time in our history."

To view last year's spot, click [here](#).

About Cars.com

[Cars.com](#) is an online destination for car shoppers that offers information from consumers and experts to help buyers formulate opinions on what to buy, where to buy and how much to pay for a car. With price listings, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and a large selection of new- and used-car inventory, Cars.com puts millions of car buyers in control of their shopping process with the information they need to make confident buying decisions.

Launched in June 1998, [Cars.com](#) is a division of [Classified Ventures, LLC](#), which is owned by leading media companies, including Belo (NYSE: BLC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

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