

## **Premiere Wednesday (10/26) Exclusive Web-Based Series Around Bravo Series "Work of Art: The Next Great Artist" Featuring Partnership With Cars.com™**

CHICAGO, Oct. 25, 2011 /PRNewswire/ -- On Wednesday, October 26, 2011, Bravotv.com will debut the first of eight exclusive webisodes featuring Chicago-based [Cars.com](http://Cars.com), the premier online resource for buying and selling new and used cars. In the webisodes, the show's contestants will compete to create the new Cars.com "Car of the Year" trophy and win \$10,000. Eight consecutive webisodes will run on Bravotv.com, with a new webisode released each Wednesday at 6 p.m. ET.

Additionally, once the web-series has been narrowed down to the final three artists, fans will have the chance to vote on their favorite trophy through an online poll, and in doing so, will be entered into a sweepstakes to also win \$10,000.

"'Work of Art: The Next Great Artist' is a spectacular way to introduce Cars.com to a sizeable and engaged audience," said Mitch Golub, Cars.com president. "By working with the show to solve a real-life business challenge for us – creating an iconic, recognizable trophy to award to our car of the year – we're part of an exciting program that's one of the best of the genre."

The second season of "Work of Art: The Next Great Artist" premiered on Wednesday, October 12, 2011.

Fourteen up-and-coming artists are once again assembled in New York City to compete for a solo show at the Brooklyn Museum and a generous cash prize. The buzzy freshman series averaged 1.37 million total viewers and 809,000 adults 18-49 over the course of ten episodes, hitting a season high with 1.78 million total viewers tuning in for the finale.

### **ABOUT BRAVO**

Bravo is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal, one of the world's leading media and entertainment companies in the development, production and marketing of entertainment, news and information to a global audience. Bravo has been an NBCUniversal cable network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information, visit [www.BravoTV.com](http://www.BravoTV.com). Follow us on Twitter at <http://twitter.com/BravoPR>.

### **ABOUT CARS.COM**

[Cars.com](http://Cars.com) was recently named the "Best Overall Customer Experience" by Keynote Systems, the leader in Internet and mobile cloud marketing. 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. Cars.com offers thousands of new and used vehicle listings, consumer reviews, side-by-side comparison tools, photo galleries, videos, unbiased editorial content and many other tools. Cars.com put 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](http://Cars.com) is a division of [Classified Ventures, LLC](http://ClassifiedVentures.com), 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).

Source: Nielsen Media Research, L7 data.

SOURCE Cars.com

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