

Cars.com iPhone App Wins Highest MarCom Award

CHICAGO, Nov. 28, 2011 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars, announced today it has been awarded a MarCom Platinum Award for the site's popular app for iPhone. MarCom is an award administered annually by the Association of Marketing and Communication Professionals which was founded as a means to honor outstanding achievement in the communications industry. The Platinum Award is MarCom's highest honor and is received by companies and products judged to be of the utmost quality, creativity and resourcefulness.

"Winning a Platinum Award for our app for iPhone is a great achievement for Cars.com and is a testament to our work to bring consumers the tools they need to shop confidently when they need them," said Sharon Knitter, Senior Director of Mobile at Cars.com. "This award recognizes our increased prominence in the mobile space and our dedication to car shoppers—constantly seeking new and innovative ways to make their experience even better."

The Cars.com iPhone app helps car shoppers:

- Search millions of new, used and certified vehicles on make and model with the ability to set price limits
- View photos and videos of vehicles
- Locate nearby dealerships, view inventories and receive directions
- Make a "favorites" list of dealerships and vehicles with the ability to add photos and notes
- Calculate monthly payments with a finance tool
- Read expert reviews

"With over 1 million downloads since its release in February 2010, car shoppers have made it clear that they value having a way to access the great features of our site not only from their home but on their mobile device too," said Knitter. "Our ultimate goal is to give car shoppers the tools necessary to be confident in their purchase decision, knowing what to buy, where to buy and how much to pay."

Cars.com is among several other winners of the Platinum Award, and one of a select few for their mobile app whose work has been recognized by judges and industry professionals who have determined they exceed a high standard of excellence and whose work serves as a benchmark for the industry. Out of more than 6,000 entries, Cars.com joins an elite group of the MarCom Platinum Award winners.

ABOUT CARS.COM

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 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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