

Cars.com Collaborates with Disney for Launch of Summer Blockbuster, *The Lone Ranger*

CHICAGO, June 24, 2013 /PRNewswire/ -- Cars.com, the premier online resource for buying and selling new and used cars announced today the launch of a collaboration with Disney for the soon-to-be-released film, *The Lone Ranger*. The new drama-filled, action-adventure movie will be in theaters starting July 3. In the meantime, fans can visit www.Cars.com/nodrama for special trailer footage from the movie.

"Our media campaign for this year is designed to reach a huge audience of car shoppers—first we kicked things off with the Big Game, more recently with a NASCAR partnership, and now with Disney, one of America's most beloved brands," said Linda Bartman, Cars.com's Chief Marketing Officer. "We've succeeded at building awareness for our new campaign and overall brand since the launch of the new ads, and this Disney integration will continue to keep that momentum going forward."

The new integration with Disney follows the format of the site's 15-second commercials, which offer dramatic alternatives to drama-free car shopping on Cars.com. In this collaboration with Disney, shoppers who love drama in the movies can go see *The Lone Ranger* in theaters, those that hate drama when car shopping can go to Cars.com.

" **ALL DRIVE**. No drama. is a powerful message that Cars.com plans to incorporate into our advertising campaigns for several years," said Bartman. "Much like this Disney collaboration, we will continue to find creative ways of getting this message out to car shoppers."

From June 24 through July 14, a limited number of promo codes worth up to \$13 toward a ticket to the film will be available to fans who visit www.Cars.com/nodrama and watch movie trailer footage from Disney's *The Lone Ranger*. Fans can also catch special **ALL DRIVE**. No drama. T.V. commercials and digital ads featuring footage from *The Lone Ranger*.

ABOUT CARS.COM

Cars.com is an award-winning 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 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](http://ClassifiedVentures.com), which is owned by leading media companies, including A.H. Belo (NYSE: AHC), Gannett Co., Inc. (NYSE: GCI), The McClatchy Company (NYSE: MNI), Tribune Company and The Washington Post Company (NYSE: WPO).

ABOUT THE MOVIE

From producer Jerry Bruckheimer and director Gore Verbinski, the filmmaking team behind the blockbuster "Pirates of the Caribbean" franchise, comes Disney/Jerry Bruckheimer Films' "The Lone Ranger," a thrilling adventure infused with action and humor, in which the famed masked hero is brought to life through new eyes. Native American warrior Tonto (Johnny Depp) recounts the untold tales that transformed John Reid (Armie Hammer), a man of the law, into a legend of justice—taking the audience on a runaway train of epic surprises and humorous friction as the two unlikely heroes must learn to work together and fight against greed and corruption.

"The Lone Ranger" also stars Tom Wilkinson, William Fichtner, Barry Pepper, James Badge Dale, Ruth Wilson and Helena Bonham Carter.

A Disney/Jerry Bruckheimer Films presentation, "The Lone Ranger" is directed by Gore Verbinski and produced by Jerry Bruckheimer and Gore Verbinski, with screen story by Ted Elliott & Terry Rossio and Justin Haythe and screenplay by Justin Haythe and Ted Elliott & Terry Rossio. "The Lone Ranger" releases in U.S. theaters on July 3, 2013.

SOURCE Cars.com

For further information: Ethan Hertzberg, ehertzberg@cars.com, 312.601.5685

