



DealsOnWheels.com

Whether they are actively shopping for cars or visiting to dream about thousands of cars, car lovers keep coming back to DealsOnWheels.com.

In addition to cars, the site features parts, services and dealers. DealsOnWheels.com has everything the car enthusiast needs to acquire, own and maintain his pride and joy.

Our advertising options include online banner advertising – such as: leaderboards, skyscrapers and other positions. Another great advertising option is to integrate your site by linking your business to our resource or catalogue section. Or you can also feature parts or accessories through a feed.

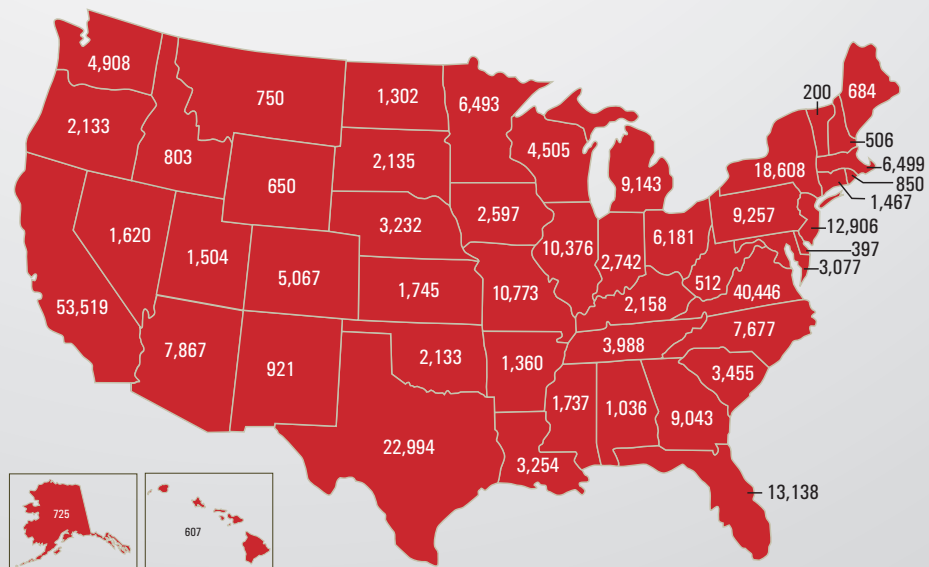
Who visits DealsOnWheels.com?

The enthusiast reading our site is an interesting character and a valuable consumer. Here's a snapshot of our audience:

- **Predominantly male.** More than 80% of our visitors are men between the ages of 34-64. Our average visitor is 55 years old.
- **Educated.** 79% of our audience have had some college or more.
- **Affluent.** The median annual income of our visitor is \$89,000. Many of our enthusiasts have significant net worth and are no longer employed full time.
- **Still Active.** Over 47% of our readership is still employed full time while 24% are retired.
- **Family Oriented.** More than 80% of our audience is married.
- **Committed.** 70% of our audience is involved in their hobby at least once a week.
- **Influential with friends.** This is the neighborhood "car nut" from whom people seek advice on their next purchase.

High Quality Traffic

With over 300,000 monthly unique visitors,* here is a look at our traffic by state:



Source: Phoenix Automotive, May 2008.

*Source: Webtrends, 3rd Quarter, 2008.

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