

★ **SPECIAL REPORT:** MOTOR TREND ANNOUNCES 2008 RECOMMENDED BEST BUY ★

# MOTOR TREND

MOTORTREND.COM ★ ★ ★ ★ MOTORTREND.COM

## EASYCARE NAMED

### MOTOR TREND RECOMMENDED BEST BUY!



**MOTOR TREND**  
RECOMMENDED  
BEST BUY

#### **EASYCARE HONORED FOR:**

- Focus on the Consumer Experience
- Commitment to Serving Automotive Dealers
- Making Buying and Owning a Vehicle FUN AGAIN

#### **A FEW OF EASYCARE'S BEST BUY BENEFITS:**

**EASYCARE**<sup>®</sup>  
Dent Repair

**EASYCARE**<sup>®</sup>  
Vehicle Service Contracts

**EASYCARE**<sup>®</sup>  
KeyCare

FOR IMMEDIATE RELEASE

# **MOTOR TREND**® names EasyCare™ as **RECOMMENDED BEST BUY**

LOS ANGELES, CA (October 30, 2008) – MOTOR TREND® (www.motortrend.com), the leading automotive authority and a publication of Source Interlink Media, LLC, a subsidiary of media and marketing services company Source Interlink Companies, Inc (NASDAQ: SORC), announced today that EasyCare™ benefits (www.easycare.com) have been named a “MOTOR TREND Recommended Best Buy”.

To be eligible for this distinction, a brand must pass a MOTOR TREND evaluation process including site visits, references, a financial review, and an assessment of the brand's delivery of the overall customer experience.

“Our first exposure to EasyCare came soon after we started surveying the market looking for those products and services that would meet our standards. One of the nation's most successful dealer groups, Sonic Automotive, recommended them as ‘the best in the industry,’ which piqued our interest,” said Sean Holzman, President of Source Interlink Media's Enterprises division. “And then it seemed that the more we looked into the valuable products and services that EasyCare offers its customers, the more dealers and consumers we found who echoed this same sentiment.”

EasyCare has assembled a full suite of benefits specifically designed to “enhance the consumer's overall buying and ownership experience” which fits in perfectly with the MOTOR TREND program. This is by design: EasyCare regularly researches the driving public to help uncover opportunities to address consumers' vehicle-related challenges in innovative ways. The following EasyCare benefits have been awarded the “MOTOR TREND Recommended Best Buy” designation:

- EasyCare™ Vehicle Service Contracts (Mechanical Repair and Convenience Coverage)
- EasyCare™ DriverCare (Coverage for Leased Cars)
- EasyCare™ GAP (Guaranteed Asset Protection)
- EasyCare™ Dent Repair (Paintless Dent Removal Coverage)
- EasyCare™ KeyCare (Key and Key Fob Replacement Coverage)
- EasyCare™ Personal Assistant (24/7 Personal Concierge Service)

Automotive Industry research clearly shows that consumer satisfaction and continued dealership patronage is closely tied to an individual's shopping/buying and service department experiences at their dealership. EasyCare has developed a proprietary process: “The Advantage,” which when integrated into the Franchised Dealership has been proven to create a significantly improved buying and ownership experience for the consumer.

EasyCare Chief Executive Officer Larry Dorfman remarks, “When we partner with a dealership our commitment is to improve their overall dealership to consumer relationship. We help each of our dealers focus on creating their own unique marketplace advantage, and then partner with them to train their entire

organization to deliver their advantage in customer-preferred ways. Our goal is to help our partner dealers create positive relationships with the drivers in their community before, during, and after the vehicle sale.”

Holzman adds, “We're particularly excited about naming EasyCare's benefits as a “MOTOR TREND Recommended Best Buy” because their business philosophy lines up with our own. We're both committed to addressing and building the reputation of the automotive industry; we genuinely believe that a consumer can focus on enjoying driving their vehicle, knowing that their service needs are being cared for.”

## **About EasyCare™, an Automobile Protection Corporation brand**

Founded in 1984, Automobile Protection Corporation – APCO is the leading independent provider of automotive benefits specifically created to enhance a consumer's vehicle buying and ownership experience in ways that create long-term bonds between the consumer and their dealership. APCO's benefits are provided under the EasyCare brand as well as on behalf of some of the most preeminent manufacturers in the automotive industry, including Jaguar, Land Rover, Mazda and Volvo. With over 1.8 million contracts currently in force, APCO has paid over \$1.9 Billion in claims, approximately \$200 Million of which was in the last 12 months. Please visit [www.easycare.com](http://www.easycare.com).

## **About MOTOR TREND and Source Interlink**

MOTOR TREND magazine, a publication of Source Interlink Media, LLC, was founded in 1949 and has a circulation of 1.1 million and a total readership of 7.1 million. Internationally recognized as one of the leading brands in automotive publishing, MOTOR TREND comprises Motor Trend Magazine; the award-winning website [motortrend.com](http://motortrend.com); Motor Trend Radio; Truck Trend; Motor Trend International Auto Shows; Motor Trend en Espanol; and the renowned Motor Trend Car, Sport/Utility and Truck of the Year Awards program.

Source Interlink Companies, Inc. (NASDAQ: SORC), a \$2.2 Billion media and marketing services company operating in 25 states, is a leading U.S. distributor of home entertainment products and services and one of the largest publishers of magazines and online content for enthusiast audiences. Source Interlink Media, LLC publishes over 75 magazines and 90 related web sites. Source Interlink Distribution services tens of thousands of retail store locations throughout North America distributing DVDs, music CDs, magazines, video games, books, and related items. In addition to distributing over 5,900 distinct magazine titles annually, the Company maintains the largest in-stock catalog of CDs and DVDs in the U.S. -- a combined total of more than 260,000 titles. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.

# # #

**For a complete copy of this press release,  
please visit [www.sourceinterlink.com](http://www.sourceinterlink.com)**