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CarMD to Debut Retail Program at 2012 National Hardware Show

IRVINE, Calif. – Apr. 23, 2012 – CarMD.com Corporation is pleased to announce that it will debut its long-awaited retail sales and merchandising program during the 2012 National Hardware Show, being held in Las Vegas, May 1-3, 2012. The popular **CarMD® Vehicle Health System™**, which has previously been distributed via direct response sales and select retail outlets, will be available for purchase and resale by a broad range of brick-and-mortar and online retailers.

CarMD will have staff on hand to demonstrate its easy-to-use handheld device on vehicles in the Tailgate Products Section (**Booth #TG121**) outside the Las Vegas Convention Center. For more information about the company and its products, visit www.CarMD.com.

“CarMD’s entrée into brick-and-mortar retail has been a long time coming, but it was paramount for us to educate consumers about our brand and product so we could help ensure success for our retail partners,” says Art Jacobsen, vice president, CarMD. “We selected the Tailgate section of the Hardware Show because it offers the ideal venue for us to demonstrate the easy-to-use CarMD handheld product on a real vehicle in a realistic setting. With drivers holding onto their vehicles longer than ever before and gas prices on the rise, there couldn’t be a better time for buyers to take notice of CarMD.”

The CarMD Vehicle Health System is ready to use right out of the box, and includes everything to monitor a car’s health – an easy-to-use handheld device, Mac/PC software, USB cable, two AAA batteries, handy caddy, and lifetime software and firmware updates. It works on all 1996 and newer cars, trucks, vans and SUVs manufactured for use in North America. CarMD taps the same technology used by professional mechanics, but no automotive experience is needed to use it. Just plug the device into a vehicle’s on-board diagnostic port (don’t worry, CarMD.com will show you where it is on your car), and CarMD does the rest. The device is ideal for uncovering hidden problems, inspecting used cars, diagnosing “check engine” light issues and identifying problems that have a negative impact on fuel economy. It currently sells for \$119.85 (U.S.) on the CarMD.com website, with retail pricing available upon request.

What makes CarMD different from any other automotive tool is its vast database of real-life repair information. CarMD customers receive free access to CarMD’s database to generate personalized Vehicle Health Reports, which can reduce car repair bills. These reports also reveal if your car has safety issues or recalls. When repairs are required, CarMD tells you what’s wrong and what it will take to fix it, including parts and labor costs in your region, so you never overpay for car repairs again.

“CarMD is unlike any other product on the market – it’s both an automotive and consumer electronics product with wide appeal to virtually anyone who owns a vehicle from the cost-conscious do-it-yourselfer, to the first time driver, to the gadget gift giver,” says Jacobsen. “A consumer’s most expensive investment (next to their home) is their car, and CarMD is the only product offering the tools and information to protect that investment.”

CarMD will begin shipping to retail accounts in Q3 2012, in time for holiday 2012, at which time it will roll out its short-form advertising program to help drive traffic to retail partners. The short form component is yet another tool in the CarMD multi-million dollar television campaign. For information about the company, products or retail sales program, visit www.CarMD.com/retail or email sales@carmd.com.

