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CarMD Selects Cesari Direct as its Agency of Record

Leading auto health diagnostic solutions company poised to replicate the success of other Cesari Direct brands: George Foreman Grill, OxiClean, GoPro, Rug Doctor and Sonicare

IRVINE, Calif. (Aug. 19, 2013) – Following an extensive agency review, CarMD.com Corporation, a leader in automotive health diagnostic solutions for in-car use, has selected Cesari Direct, Inc., as its new agency of record in the North America.

CarMD will partner with Cesari Direct in all aspects of the company's direct marketing strategy and execution, including TV ad production and media buying, along with integration of web, print, radio and social strategies. With numerous direct marketing success stories under their belt, Cesari Direct will be charged with making CarMD the next blockbuster consumer brand.

"CarMD is growing at such a rapid pace, and the demand for our products grows every day as consumers recognize the need to take control of skyrocketing auto repair costs," said Austin Chae, director of direct response marketing for CarMD. "We chose Cesari because they are experts at turning products into worldwide brands, and we are confident that they will be able to drive measurable results and greater awareness for our story of innovation and growth."

CarMD quickly became the leading innovator in the consumer automotive diagnostic tool category with its award-winning CarMD® Vehicle Health System™. This popular product is an easy-to-use hand-held device and turnkey information system that allows consumers to diagnose their automobile's health from home or the road without the need to incur costly service charges from a master mechanic for every little issue.

"We love to work with innovative companies like CarMD because the products they create are truly revolutionary," said Rick Cesari, CEO and Founder of Cesari Direct. "Through CarMD, consumers are now armed with a tool that gives them knowledge, and ultimately the power to be an informed consumer when purchasing a used car, dealing with auto repairs, and more. That makes for a great story to tell on TV."

About CarMD – The mission of Irvine, Calif.-based CarMD.com Corporation is to empower consumers and the vehicle market by providing the tools and information needed to make better-educated decisions about their vehicles' health and maintenance. An ISO 9001:2008-certified company, CarMD's premiere product is the CarMD® Vehicle Health System™. The company has built the largest, most up-to-date database of diagnostic trouble codes; expert fixes and repair costs, which it uses to compile its annual **CarMD® Vehicle Health Index™** consumer information resource. CarMD also offers a variety of accessories and resources for anyone who owns a 1996 or newer car, truck, SUV, van or hybrid. For information about the company, its products and consumer tips, visit www.CarMD.com.

About Cesari Direct -- Cesari Direct is a full-service, brand-building direct response agency. Since 1993, we have demonstrated repeatedly that no one knows more than we do about building brand equity while driving consumer behavior through direct response. Our fully integrated campaigns (DRTV, radio, print, digital and social) will build your brand while generating quality leads, driving direct sales, online or retail, giving you more impact for every single media dollar and increasing your marketing ROI. Here are a few companies we've worked with along the way: GoPro, OxiClean, Johnson & Johnson, Microsoft, Sonicare, Rug Doctor.

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