



NEWS RELEASE

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Cars.com Cares Awards \$100,000 Donation to SADD

CHICAGO — Feb. 20, 2012 — Cars.com, the premier online resource for buying and selling new and used vehicles, announced today that SADD (Students Against Destructive Decisions) is the recipient of a \$100,000 donation from Cars.com Cares, the site's corporate giving initiative.

"We launched Cars.com Cares this year to help fuel organizations that share our mission of building confidence," said Mitch Golub, president of Cars.com. "SADD builds confidence in kids and young adults through the promotion of positive lifestyle choices. I'm thrilled they are receiving our \$100,000 donation to continue their great work."

Voting for Cars.com Cares began on the site's Facebook page on January 26 and continued through February 13. During that time, fans could vote for one of seven causes in the running for the site's grand donation. Other participating causes included Adopt-A-Classroom, Alliance For a Healthier Generation, Cameras for Kids Foundation, Reading Is Fundamental, Scholarship America and VH1 Save The Music Foundation.

Cars.com also got Super Bowl viewers and Facebook fans involved in the program. Every time someone tagged the site's Super Bowl ad using Shazam or shared their vote on Facebook, Cars.com added a \$1 donation to the cause with the most votes, up to \$100,000. SADD brought in the largest number of votes from its national network to receive the full donation. Each participating cause received a donation from Cars.com Cares.

"We cannot thank Cars.com enough for including us in the Cars.com Cares program," said Penny Wells, executive director of SADD. "This donation will help fund many of our prevention education programs in schools and communities across the country. SADD gives young people the confidence to stand up for their beliefs and the tools they need to help other teens make choices that are healthy and positive."

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 put 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, which is owned by leading media companies, including Belo (N.Y.S.E: BLC), Gannett Co., Inc. (N.Y.S.E: GCI), The McClatchy Company (N.Y.S.E: MNI), Tribune Company and The Washington Post Company (N.Y.S.E: WPO).



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ABOUT SADD

For 30 years, SADD (Students Against Destructive Decisions) has been committed to empowering young people to lead education and prevention initiatives in their schools and communities. Founded in Massachusetts as Students Against Driving Drunk in 1981, SADD has become the nation's leading peer-to-peer youth education, prevention, and activism organization, with thousands of chapters in middle schools, high schools, and colleges. SADD now highlights prevention of many destructive behaviors and attitudes that are harmful to young people, including underage drinking, substance abuse, risky and impaired driving, and teen violence and suicide. For more information, visit us online at sadd.org or follow SADD on Facebook, Twitter, LinkedIn, or YouTube.

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