

FOR IMMEDIATE RELEASE
For use until May 1, 2013

Get Sold Corporation launches online car classifieds, MyCars.ph

Get Sold Corporation, a Summit Media and Ringier AG joint venture, launched its online vehicle classifieds, **MyCars.ph**, last April 18, 2013 at Craft Pub & Grill. Themed “Rock and Rollout”, the by-invitation-only event presented to select guests how MyCars.ph has rocked the online car buying and selling scene since the site went live in September 2012.

Despite being a relative newcomer to the industry, MyCars.ph is able to attract over 100,000 visitors and close to 1,000,000 page views a month, which has helped boost inquiries and sales conversions for its database of over 15,700 listings for brand-new and pre-owned vehicles.

Satisfied MyCars.ph clients enthusiastically shared their experience with the website. To quote Sherwin Araniego, Group Sales Supervisor for Mantrade Development Corp., “Using MyCars.ph as an advertiser, it increased our prospects and inquiries. I would definitely recommend MyCars.ph, especially now that everything is online.” Clint S. Vasquez, President of the Car Dealers Association of AXIS AutoNetwork shares, “MyCars.ph really helps a lot in increasing sales inquiries and we converted it into sale.” Grace T. Chan, Admin Head for Red Central Auto Exchange and Secretary for the National Association of Second Hand Car Dealers (NASHCAR) also encourages others in the industry to use MyCars.ph. She says, “Yes, definitely, I would recommend MyCars.ph to my other co-car dealers and to the other secondhand car showrooms and, of course, to all the members of NASHCAR.”

Lisa Gokongwei-Cheng, President of Summit Media says, “In a month, there are more than 500,000 Google searches for brand-new and used cars for sale in the Philippines. MyCars is about moving the car dealerships online and bringing them closer to these potential buyers.”

Guests to the event were shared MyCars.ph’s plans to further improve the website in the coming months to deliver better results and greater ease-of-use for both sellers and buyers. Also disclosed at the event were upcoming plans for widgets that will appear on partner and dealer websites to further increase exposure and inquiries for listings posted on MyCars.ph.

Following the presentation, Garmin NUVI 1365LM GPS Navigational Systems and other prizes were raffled off to lucky event attendees. Guests spent the remainder of the evening rocking out to their favorite tunes with live music courtesy of rockaoke band Trinidad. A 5.0L Mustang V8 GT Premium was also on display in keeping with the “Rock and Rollout” theme.

###

NOTE FOR THE EDITOR: For a soft copy of this press release, please log on to: www.mycars.ph

MyCars.ph is the Philippines’ premier online vehicle classifieds, which aims to bring vehicle buyers and sellers together through an interactive and user-friendly platform. Visitors to the site can browse all types of vehicles listings: from cars to commercial vehicles, brand new to second hand cars, and dealership-owned to privately sold vehicles. MyCars.ph is also partnered with some of the most prominent automotive websites in the country such as Top Gear Philippines, Kotse.com, and Auto-Search Philippines to deliver the latest news in the car industry.

Get Sold Corporation is the classifieds company behind MyProperty.ph and MyCars.ph. It is a joint venture between Summit Media and Ringier AG.

Summit Media is the Philippines’ leading magazine publishing company—with 21 magazine titles under its belt, it has also expanded into digital media, outside-of-home media and consumer events. For the fourth straight year, Summit Media has also topped the nationwide TNS-Trends Newsstand Survey conducted in 2009. The company is also the co-owner of Jobstreet.com.ph, the country’s leading online jobs portal.

Ringier AG is a multinational media company with around 8,000 employees in 10 countries in Asia and in Central and Eastern Europe. Worldwide, Ringier publishes more than 120 newspapers and magazines and produces and markets more than 20 TV programmes. The company also holds considerable stakes in television and radio stations and operates about 80 websites and mobile platforms. It has eleven printing plants. Ringier is a fifth-generation family company, founded in 1833.

For more information on MyCars.ph, call Jill Cariola at 451-8888 local 1126 or visit www.mycars.ph.