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Introducing the First Automotive Social Network - One Stop Site For "Everything You Need to Buy a Car"

Carfolks.com announces the development and testing of the consumer driven automotive referral service to be based on consumer ratings of dealerships level of customer service.

/24-7PressRelease/ - CLEVELAND, OH, November 08, 2007 - For over ten years, shopping for a car online has meant spending hours in front of your computer using search engines, and weeding through multiple websites to gather enough information to make the right car-buying decision. CF Media Group based in Cleveland Ohio is about to change all of that by introducing Carfolks.com, a revolutionary new social networking site for "everything automotive".

In a recent survey of over 1000 consumers, 85% claimed they wished there was a one-stop site for everything related to cars, including purchase, service, accessories, and most importantly - professional and consumer reviews on dealerships in their local area. With the rise in popularity of social networking and community-based sites driven by the highly successful MySpace.com and facebook.com, CF Media Group's Carfolks.com is poised to fill a gap in today's car-buying online marketplace, giving consumers a place to go to learn from others; not only advice on what car to buy, but also the best dealerships to go to, and even the best salesmen at those dealerships.

Social networking will be a key aspect of Carfolks.com, where shoppers will not only be able to view content, including reviews of vehicle makes and models but also will be able to review and rate the performance of dealerships and their sales teams. Participating dealers will be able to view their ratings and work with the customer to continually improve the ongoing relationship with their local community, thus improving their ranking within the site, and strengthening consumer loyalty.

Dealer owners working with the Carfolks.com team are excited about highlighting the quality of their dealerships and bringing attention to the "high pressure" stores where customer service often takes a back seat in the sales transaction. Jeanine Hein, Dealer Operator at Serpentine Chevrolet in Strongsville, Ohio said. "At first I was unsure if this was good for our dealership as inevitably there are occasional problems with sales transactions, but once I understood the process and saw that the dealerships have access to the feedback and that Carfolks.com enables us to correct any issues for the consumers before the manufacturer survey is sent out, I am fully onboard."

More to Come

Carfolks.com will strive to create a unified online community centered on consumers, that will include manufacturers and dealerships, giving everyone an equal opportunity to review and post information. In addition, each will be able to post videos about their vehicles, services, and other auto related content. The video content will be categorized to deliver entertainment-based branding for manufacturers and dealerships' alike. Carfolks.com has received a lot of attention from manufacturers about this functionality and a number of companies are finalizing plans for exclusive sponsorship of specific video channels within Carfolks.com properties.

About CF Media Group Inc.

CF Media Group Inc. is a privately owned interactive media company with its operations center in Cleveland, Ohio. The company produces online content that empowers consumers to make value decisions based on feedback provided by other in-market customers. Carfolks.com, the automotive property of CF Media Group Inc. is scheduled for launch in late 2007 based on OEM and dealership marketing and service agreements spanning the 2008 and 2009 model years. For additional information about CF Media Group, contact Mark Dubis, Public Relations Director at 216-712-6712.

Carfolks.com, your customers are talking. For more information, visit company Website at <http://www.carfolks.com> and call Mark Dubis at 216-712-6712