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CF Media Group Developed to Provide Next Generation Marketing Services for Auto Dealers

Hein Capital Ventures, a private investment firm; announced today the formation of CF Media Group, Inc., an Ohio corporation developed to produce new and emerging technologies designed to deliver dynamic change in business process and expense control for automotive retailers worldwide.

/24-7PressRelease/ - LAKEWOOD, OH, April 19, 2008 - David A. Hein the Managing Partner at Hein Capital Ventures, and the former President and CEO of BDC Management Group, the leading provider of business development services for auto dealerships in the United States, will be the CEO of CF Media Group and oversee the company's strategy and recruitment of the executive management team. The management team will be comprised of the most creative and results-oriented group of executives with high-profile backgrounds in the automotive marketplace.

Hein said, "With the explosion of Web 2.0 technologies and the emergence of various social trends, our organization will be focusing on assisting auto retailers and manufacturers to build strong and equitable relationships with current and future vehicle buyers, while maintaining personal one-on-one relationships that are valued by customers for long-term business retention and increased potential for direct referrals."

As online auto shoppers become more sophisticated in the ways they are gathering information from both the manufacturers' and dealers' websites, they are looking for a level of service, information and advice, that is not easily found in current automotive offerings. CF Media Group's existence is to continually keep the face of the Industry in front of the technology curve.

Emergence of rich media and the fast growth of broadband Internet connections have brought an entirely new perspective on how the auto retailing process can reach out to consumers in the market who want to be "wowed" by their online experience. CF Media is tasked with the goal of developing solutions that auto retailers can leverage as part of their marketing efforts to provide that extra special value proposition to vehicle shoppers. This will be created by enabling "word of mouth" consumer-to-consumer enthusiasm to spread the excitement about dealerships that demonstrate their ability to deliver an above-average customer experience in sales and service.

The scope of the CF Media Group projects will not be limited by today's technology or use of traditional and non-traditional marketing resources. The company is investing substantially in acquisitions as well as research and development of resources that will empower tomorrow's dealers to grow profits while reducing their overhead. Offices are being established in Portland, Oregon with plans for satellite offices in Los Angeles, Detroit and New York later in the year.

For more information contact Monica Bailey at 646-747-9043 or email at: Monica.Bailey@cfmedia.biz. Company Website is <http://www.cfmedia.biz>