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CARFOLKS.COM DEMONSTRATES AGGRESSIVE NORTH AMERICAN GROWTH PLANS FOR 2008 AND BEYOND

Mark Boyd appointed President of the industry's largest online social network

/24-7PressRelease/ - PORTLAND, OR, May 08, 2008 - CF Media Group, Inc. the leading consumer interaction and relationship based technology company servicing the retail automotive business has hired THE results-oriented leader of rapid-growth brands in the automotive marketplace as President of CarFolks.com.

Mark Boyd has a reputation for building companies with a firm grasp on the ability to execute with accelerated growth towards rapid adoption within the retail and manufacturing sectors. Most recently, Boyd served as the Chairman and Executive Vice President of Auto Dealer Traffic, an Internet Marketing company in Ohio. Previous successes include dynamic roles as Executive Vice President of Strategy, M&A and Business Development for Dealix Corporation, a market leader in assisting dealers with Internet lead generation services, which was acquired in 2004 by The Cobalt Group. He developed his dynamic for success as co-founder of Chrome Data Systems, which, under Boyd's direction; dominated the development and fulfillment of manufacturing and retail technology for vehicle data.

David A. Hein, CEO of CF Media Group said, "Boyd brings passion and a strong background for developing and deploying creative and dynamic sales organizations in our industry. His track record is a great demonstration of the energy, enthusiasm and knowledge that drives the success of the teams he leads. His relationship with industry leaders has been built on providing real value and his personal philosophy of extending himself way beyond the usual bounds of a traditional business relationship."

Mark Boyd said, "Auto dealerships are full of great people focused on taking care of their customers and friends. With the many challenges facing them today, I am excited about the creative and unique ways CarFolks.com can help them extend the depth and opportunity for relationships while empowering customers to drive referrals through their recommendations and positive feedback." He continued, "The CarFolks toolset also helps dealers attract, retain and build a strong, customer focused sales team that can provide long term value and tremendous customer loyalty long term."

Hein added; "As we continue to build out our executive management team, we are looking to our President, Mark Boyd, to develop a sales organization built only of the best sales, marketing and business development professionals that have demonstrated their ability to flawlessly execute at every level of our organization."

About CF Media Group:

CF Media Group (www.cfmediagroup.com) is a privately held Ohio company that invests capital and human resources into technology companies that have the ability to empower the automotive industry to drive new profits, cost savings and stronger image throughout North America and the World. The operations of CF Media Group companies are located in strategic locations in the USA, CarFolks.com's offices are located in Portland, Oregon. www.carfolks.com