



Used car listings added to automotive site Wheels.ca

Comprehensive database of used cars for sale, side-by-side vehicle comparisons and expert auto reviews create ultimate used car buying site

Toronto, ON, June 2nd, 2008 - Wheels.ca (www.wheels.ca), one of Canada's leading automotive sites, announced today that it has added a comprehensive database of used car listings to the site. The inventory from used car dealers, combined with car reviews and trusted industry opinion from Toronto Star Wheels experts, creates a truly unparalleled user experience in the search for a used car.

Used car buyers can now search through high quality used vehicle listings and view detailed results that include photos, videos and seller contact information. Unique to Wheels.ca is the ability to deliver used car listings tied directly to a 10-year database of reviews and content from renowned industry experts such as Jim Kenzie and John LeBlanc. For example, a search for a 2005 Honda Civic will return photos of the car, vehicle specifications and a list of original reviews from Wheels on the 2005 model.

"Wheels.ca is the only Canadian website that combines detailed used car results side-by-side with comprehensive reviews and content related to the vehicle." says Judy Sims, Director, Product Development, Digital Media, Star Media Group. "Car enthusiasts and buyers are now able to find everything they need to know about the car they are interested in – in just one place."

Wheels.ca has partnered with car dealers across Ontario to provide high-quality dealer used car listings on the site. In addition to researching new and used cars, users can also read the latest automotive news, and read expert opinions in the Answer Centre on a variety of vehicle-related topics from tires to maintenance and service.

To support the addition of used car inventory, Wheels.ca is executing a marketing campaign that includes radio, an aggressive search marketing campaign on Google and Yahoo, print advertising in newspaper, as well as online advertising.

Wheels.ca is owned and operated by Star Media Group.

About Star Media Group

Star Media Group is broadly based with interests in print, digital and broadcast media, led by its flagship property, the Toronto Star, Canada's largest newspaper, which is read in print and online (www.thestar.com) by 2.9 million readers every week. In addition, Star Media Group includes Toronto.com, Torstar Syndication Services, Shop TV, Eye Weekly, Sway Magazine, Real Estate News, Desi Life and The Canadian Immigrant. Star Media Group also includes the jointly owned Metro free daily newspapers in Toronto, Ottawa, Vancouver, Calgary, Edmonton and Halifax, the Chinese language newspaper Sing Tao, and LiveDeal.ca. Star Media Group is a division of Toronto Star Newspapers Limited, which is a subsidiary of Torstar Corporation.

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