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CarMD Appoints Douglas L. Sobieski as Chief Marketing Officer to Launch Wireless Vehicle Telematics Solutions Suite

IRVINE, Calif. (Oct. 9, 2013) – CarMD Corporation today announced the hire of Douglas L. Sobieski as Chief Marketing Officer. In this new role, he will guide CarMD toward achieving its long-term goal of becoming the automotive industry’s leading software, solutions and intellectual property services provider.

“A highly accomplished wireless market visionary, Doug is the ideal person to launch this new program to drive new revenue sources for CarMD and our partners,” said Leon C. Chen, CEO, CarMD. “Many consumers and industry leaders already associate the CarMD brand with our handheld [CarMD® Vehicle Health System™](#) device, which has helped countless drivers diagnose car problems and repairs, and better communicate with their repair professionals. Now we’re ready to expand by offering service providers intangible, software-based products, programs and services that utilize CarMD’s unmatched check engine-related repair database to deliver highly valued partner programs and lower vehicle ownership costs.”

Sobieski will be responsible for ensuring that CarMD delivers on its long-term partner strategy of developing automotive care software applications to be embedded in connected car provider products. A 35-year wireless industry veteran, Sobieski is an accomplished technology, marketing and sales leader. He has held executive management positions at a range of organizations from start-ups to NASDAQ listed corporations. Most recently he served as CEO of Tahoe Consulting, L.L.C., a consulting practice specializing in helping startups with deploying service into new markets by leveraging new technologies. Some of his many key achievements include engineering a \$3 billion IP acquisition, raising over \$1.2 billion in capital for a new worldwide mobile communication capability, and successfully moving a company from a regulated utility operation to a for-profit subsidiary that resulted in sale to Nextel. Sobieski has a Bachelor of Science degree in Electrical Engineering from University of Utah.

Under development since 1996, CarMD has built a proprietary database of on-board diagnostic (OBD2) repairs, coupled with a patented process to access and decipher vehicle diagnostic information using simple, quick and accurate methods. With real life, technician tested repairs, this growing data resource has enabled CarMD to help consumers and auto professionals alike to diagnose check engine-related repairs, catch safety issues, and minimize vehicle operating and repair costs. Under Sobieski’s leadership, CarMD’s solutions services will leverage this advanced OBD2 data and the company’s Automotive Service Excellence-certified support staff to provide a turnkey Automotive Care Service solution that delivers on unmet consumer, wireless and automotive manufacturer needs. Featuring CarMD’s valuable maintenance, safety and repair data, customizable Health Reports provide an ideal opportunity for partners to regularly communicate with their customers.

“Car ownership is the second largest expense next to home ownership, so it makes sense that connected car providers, wireless carriers and auto manufacturers continue to search for products and services to help their customers reduce car ownership costs,” said Sobieski. “CarMD is essentially reinventing itself to leverage more than 16 years of patented automotive diagnostic information and processes to fill a gap in the marketplace. By creating a large suite of consumer-centric services, CarMD will provide our partners with customer communication and retention opportunities, as well as a means to reduce the cost of vehicle ownership today and in the future.”

The mission of Irvine, Calif.-based CarMD.com Corporation is to empower consumers and the vehicle market by providing the tools and information needed to make better-educated decisions about vehicle health and maintenance. An ISO 9001:2008-certified company, the company has built the largest, most up-to-date database of diagnostic trouble codes, expert repairs and related costs. For more information about CarMD and its customizable software solutions programs, visit <http://www.carmd.com/Solutions>.

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