



Mark Canon

Senior Vice President and Chief Product Officer

MyRide.com, a specialized search engine, attacks the inefficiencies of Google and its ilk by focusing on up to 1 million auto-related terms and their relationships to deliver more relevant results. MyRide.com will include reviews, videos, photos and other content from experts and enthusiasts who are seeking car parts or just fantasizing about their next new ride. After all, it's OK to cheat on your car.

— Mark Canon, *Computerworld*

AREAS OF EXPERTISE

Online search, vertical search and search engine marketing; user experience; product development; eCommerce, social media and user-generated content; directing international product management and publishing systems.

Industry Issues

- What is the role of social web communities like Facebook in the online automotive industry?
- How vertical search will impact the automotive industry
- How to capitalize on the user generated content revolution
- How shifting from the traditional buying funnel to online search creates new opportunities for dealers
- The online automotive consumer experience: creating a unique information rich environment for today's Internet savvy consumer

SPEAKING EXPERIENCE

Canon is frequently sought after for his digital media expertise at industry events including *The Kelsey Group Conference, AAISP Digital Dealer Conference, J.D. Power and Associates Automotive Internet Roundtable, Search Engine Strategies Conference* and *iRemarketing 2.0*

MEDIA EXPERIENCE

Canon frequently contributes his insight and expertise to high-profile industry publications including *USA Today, Los Angeles Times, Computerworld, Ward's Dealer Business, Jupiter Research, Reuters, Automotive Digest, J.D. Power and Associates Online Automotive Review, Automotive News, SearchEngineWatch.com, DM News* and *MergerMarket*.

Continues...

MARK'S VEHICLE IDENTITY

First car: 1966 VW *Bug*

Current cars: 2004 *Saab 9.3*, 2006 *Saab 93 Aero Wagon*

Dream car: *BMW Z8*

Bio

As a founder of one of the largest and most influential directory sites, Switchboard.com, and former vice president of product development for AOL Search, Canon brings a wealth of experience to Autobytel's consumer product base. Since joining Autobytel in July 2006, his focus has been managing the design and creation of MyRide.com, the first the first fully integrated vertical search experience in the automotive space, and the company's most important consumer product offering since Autobytel.com launched as the web's first car buying site in 1995.

A specialist in data driven user experience management, Canon previously served as vice president of product development for AOL Search, where he was responsible for overall product strategy and development of products used by 35 million AOL service and web users. He was instrumental in running and pioneering AOL's directory and Search programs, creating highly optimized content for Internet Search Engines and making AOL.com one of the first large Internet sites to do high-volume Search Engine Marketing.

Before joining AOL, Canon was a founder of Switchboard.com, the first and largest online white and yellow pages. While at Switchboard he was named Technologist of the Year by the Kelsey Group, which recognized him as "a key architect of the future of the yellow pages industry." During his eight years at Switchboard.com, Canon developed a directory distribution strategy that led to the syndication of Switchboard's directory products in 200+ US newspapers; managed key revenue relationships with AOL, Google, Bell South, and SBC among others; and grew the site audience to over 25 million unique visitors a month.

Contact Information for Scheduling Interviews

Rose Maciejewski, Ruder Finn, 310-882-4002, 312-953-1364, maciejewskir@ruderfinn.com

Joe Foster, Ruder Finn, 310-882-4014, 323-572-5361, fosterj@ruderfinn.com

Melanie Webber, Autobytel Inc., 949-862-3023, 949-307-1723, melaniew@autobytel.com

About Autobytel Inc.

Since launching the first car-buying website in 1995, Autobytel Inc.'s (Nasdaq: ABTL) mission has been to empower automotive consumers with the tools and information they need to make smart, well-informed vehicle purchasing and ownership decisions. The company has helped millions of car shoppers and generated billions of dollars in car sales for dealers. Today, the company's innovative, consumer-driven flagship site, MyRide.com, expands the company's mission across the automotive purchase and ownership life cycle to meet the wide-ranging auto-related needs and interests of today's Internet-savvy automotive community. As the first vertical search experience for the automotive marketplace, MyRide.com delivers relevant, well-organized search results from across the web, integrated with entertaining multi-media and user-generated content on topics ranging from purchasing and aftermarket, to ownership and enthusiasm.

By providing a convenient and comprehensive automotive consumer experience across the purchase and ownership lifecycle, Autobytel provides new value and touch-points for automotive marketers. Through MyRide.com and Autobytel's marketing network, the company connects dealerships with a steady, diverse stream of exceptionally motivated, serious shoppers, while providing both dealers and manufacturers with precision-targeted brand and product marketing opportunities. The company's advanced web-based advertising and marketing programs also help dealers and manufacturers build relationships with customers, as well as help them to efficiently manage and convert online business.