



## **MOTOR TREND EDITORS SELECT CHEVY CORVETTE AS WINNER OF "EDITORS' COOLEST CAR CHALLENGE," PRESENTED BY XM SATELLITE RADIO**

### **Chris H. of Elk Grove, Calif., Wins \$10,000 Prize for Matching Editors' Picks**

Los Angeles, Calif., December 11, 2007 – The editors of Motor Trend, part of SOURCE INTERLINK MEDIA, announced today the selection of the Chevrolet Corvette as the winner of The Editors' Coolest Car Challenge: from Sixty-Four Cars to One, presented by XM Satellite Radio.

The Editors' Coolest Car Challenge invited readers of leading titles Motor Trend and Automobile Magazine to match their automotive wits against the editors. Using an NCAA-style tournament bracket, readers selected from 64 XM-equipped vehicles, which were pitted against one another to try to guess which vehicle would match the editors' choice for Coolest Car. The Corvette came out on top.

"Other rides have plenty of claim to the title of cool, but almost none of them can say they have been cool for as long as the Corvette," said Arthur St. Antoine, editor at large for Motor Trend. "It's the original star-spangled two-seater, and it's been turning heads for more than half a century. Race-bred suspension and road-hugging performance grace every model, and cool features abound. The Corvette silhouette is unmistakable."

Chris H. of Elk Grove, Calif., won the grand prize of \$10,000 toward the purchase of the XM Coolest Car. His name was drawn at random from the group of entrants who filled out the bracket.

"We congratulate Mr. Harner on his big win and sharp automotive instincts," said Jeff Curry, vice president, automotive marketing for XM. "No matter what your definition is of what makes a car cool, XM Radio is fast becoming a critical feature of the ultimate driving experience."

The field of 64 XM-equipped vehicles featured a wide range of styles and makes, from the performance-driven Ferrari 612 to the eco-conscious Toyota Prius. In many matchups, readers had to make difficult choices between different kinds of cool, like the luxurious strength of the Infiniti QX or the nimble speed of the Lotus Elise.

Fans can see the complete results of the head-to-head matchups and more of what Motor Trend editors had to say about the winner at [www.XMCoolerCar.com](http://www.XMCoolerCar.com).

Motor Trend, Automobile Magazine and XM promoted the challenge via an integrated online and print campaign that was exclusive to the two publications.

#### **About XM**

XM is America's number one satellite radio company with more than 8.5 million subscribers. Broadcasting live daily from studios in Washington, DC, New York City, Chicago, the Country Music Hall of Fame in Nashville, Toronto and Montreal, XM's 2007 lineup includes more than 170 digital channels of choice from coast to coast: commercial-free music, premier sports, news, talk radio, comedy, children's and entertainment programming; and the most advanced traffic and weather information.

XM, the leader in satellite-delivered entertainment and data services for the automobile market through partnerships with General Motors, Honda, Hyundai, Nissan, Porsche, Subaru, Suzuki and Toyota, is available in 140 different vehicle models for 2007. XM's industry-leading products are available at consumer electronics retailers nationwide. For more information about XM hardware, programming and partnerships, please visit <http://www.xmradio.com>.

#### **About SOURCE INTERLINK MEDIA**

SOURCE INTERLINK MEDIA is a division of SOURCE INTERLINK COMPANIES, Inc. (NASDAQ: SORC), a media and marketing services company. SOURCE INTERLINK is one of the largest publishers of magazines and online content for enthusiast audiences and is also a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books, and related items. With annual "run-rate" revenue in excess of \$2.5 billion, SOURCE INTERLINK serves approximately 110,000 retail store locations throughout North America. Supply chain relationships include consumer goods advertisers, subscribers, movie studios, record labels, magazine and newspaper publishers, confectionary companies and manufacturers of general merchandise.

#### About MOTOR TREND

MOTOR TREND, part of SOURCE INTERLINK MEDIA, was founded in 1949 and has a circulation of 1.1 million and a total readership of 7.1 million. Internationally recognized as one of the leading brands in automotive publishing, MOTOR TREND comprises Motor Trend Magazine; motortrend.com; Motor Trend Radio; Truck Trend; Motor Trend International Auto Shows; Motor Trend en Espanol; and the renowned Motor Trend Car, Sport/Utility and Truck of the Year Awards program.

#### About AUTOMOBILE MAGAZINE

AUTOMOBILE Magazine, part of SOURCE INTERLINK MEDIA, has a circulation of 550,000 and a total readership of 3.6 million. Recipient of more editorial awards than any other major automotive publication, AUTOMOBILE Magazine is designed to appeal to the interests of passionate automotive enthusiasts. Its diverse editorial mix includes behind-the-wheel experiences in the world's most fascinating cars, as well as personalities, travel destinations, automotive art, vintage cars and industry trends.

# # #

For Primedia Enthusiast Media, contact:

Brian Posnanski, 314-968-7712, [bposnanski@gravitas-pr.com](mailto:bposnanski@gravitas-pr.com)

Jocelyn Johnson, 646-619-1146, [jjohnson@gravitas-pr.com](mailto:jjohnson@gravitas-pr.com)

For XM, contact:

Marie Farrar, 202-380-4151, [marie.farrar@xmradio.com](mailto:marie.farrar@xmradio.com)