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## **CarMD Appoints Austin S. Chae as Director of Direct Response Marketing**

**IRVINE, Calif. (Sept. 5, 2013)** – [CarMD.com Corporation](http://CarMD.com) today announced the appointment of Austin S. Chae as Director of Direct Response Marketing. In this new role, he will manage CarMD’s direct-to-consumer outreach aimed at providing consumers with the tools and information to save time and money on their car maintenance and repairs.

“Austin has a proven track record as a proactive and highly effective strategic marketing and sales manager, including significant experience developing sales teams that can successfully take a new product concept and generate new business through high-activity platforms,” said Ieon C. Chen, CEO, CarMD. “The first-generation CarMD® Vehicle Health System™ has helped countless drivers save time and money by diagnosing car problems from home. As we look to expand CarMD’s product offering and reach, Austin is the ideal person to lead our sales and direct response initiatives into the future.”

Chae has been tapped to build and manage CarMD’s direct response sales and marketing teams – including agency of record Cesari Direct – in the company’s continued quest to enlighten drivers about how CarMD can positively and cost-effectively change the way they maintain their vehicles. He will oversee distribution of current inventory, new product launches and service-related offerings to enhance the customer experience. Chae has more than 17 years of experience handling sales for small, high-growth firms to mid-sized corporations in automotive and electronics industries. Most recently he served as director of international business and export sales for CarMD’s sister company – Innova Electronics Corp. Chae earned his bachelor of business administration from Sangji University. His honors include second place in the international business course presented by HR Academy of Samsung Electronics Suppliers Association.

The CarMD® Vehicle Health System™, the company’s flagship product, is revolutionizing how consumers approach car maintenance and repair decisions. Out of the box, it provides everything to monitor a new or aging car’s health, including an easy-to-use handheld device, software, USB cable, batteries and zipped storage pouch. In seconds, the CarMD device can be plugged into any 1996 or newer car, light truck, van, SUV or hybrid – foreign or domestic – to check for problems. This is ideal for used car inspections, peace of mind and as part of a regular maintenance program. CarMD also includes access to online Vehicle Health Reports for maintenance reminders, safety recalls, predictive diagnostics and more. These reports also delineate if repairs are needed, and what parts and labor should fairly cost so you don’t overpay for repairs.

“CarMD has made inroads to educate consumers about check engine light technology, but a substantial number of drivers still don’t realize there is a quick and easy way to see what’s going on with their vehicle that doesn’t always require stopping by the repair shop for every knock, ping and warning. CarMD offers a low-cost alternative that can substantially improve the way car owners maintain their vehicles,” said Chae. “One of the best ways to tell this demonstrative story is visually through television infomercials. That’s why I’m so excited to be onboard as we introduce CarMD’s current and future technologies to more consumers through direct response marketing tactics.”

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, verified repairs and related costs. For more information, visit [www.CarMD.com](http://www.CarMD.com).

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