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INTELLICHOICE.COM'S BEST DEALS LIST FOR OCTOBER REVEALS AN AUTO INDUSTRY MAXED OUT ON REBATES

- Volatile Monthly List of Best Car Deals Highlights Industry's Stress -

CAMPBELL, CA (October 15, 2008) – IntelliChoice.com (www.intellichoice.com), the leading source for automotive ownership cost and value analysis, and part of media and marketing services company Source Interlink Companies, Inc. (NASDAQ: SORC), today announced its "[Best Deals of the Month](#)" for October 2008 for all new cars, trucks, and sport utility vehicles. The monthly ranking shows continuing and aggressive rebates on vehicles, underscoring a state of desperation within the auto industry.

"Massive rebates are being offered on vehicles that were selling just fine on their own merits not long ago. This trend highlights severe hardship in the industry, and on October's list, the best examples are the Chrysler 300C, Toyota Tundra and Hummer H3," said James Bell, publisher and editor of IntelliChoice.com. "In terms of offering further rebates and deals, automakers are just about at their limit in what they can or will offer. With stiffer loan qualifications and fewer leasing options available, programs like Chrysler's that offer more cash on the hood in lieu of leasing, may be better for consumers in the long run, simply by reducing the overall load obligation. Dealers on the other hand, may still offer additional incentives just to move inventory, especially as the 2009 models are hitting the lots."

Bell noted that lately, IntelliChoice.com's list of Best Deals from month to month is seeing relatively high turnover due to constantly changing incentives—which signals that buyers need to be on their toes. "In the small wagon class, the all-new 2009 Toyota Matrix is a better deal than September's winner, the Scion xB, on the strength of rebates. Additionally, the Dodge Ram 3500 Quad Cab 2WD won out over Ram 3500 Regular Cab 2WD based on a \$4,500 rebate on the Ram 3500. They are relatively similar vehicles but the Quad Cab offers more incentives."

IntelliChoice.com's "Best Deals of the Month" identify [new cars](#), trucks, and SUVs with the best ownership cost value in 33 respective classes. Selections are based on current car prices, market conditions and the lowest national manufacturer consumer new car rebate. In addition, IntelliChoice.com uses the latest information from numerous automotive resources to evaluate what it costs to buy, own and operate each new car model-year trim line over a five-year basis.

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The following “Best Deals” for October 2008 are ranked by vehicle type and size

Class	Brand / Model
Subcompact Car	MINI Cooper Hatchback
Compact Car over \$17,000	Honda Civic Hybrid
Compact Car under \$17,000	Toyota Corolla
Midsize Car over \$21,000	Toyota Prius
Midsize Car under \$21,000	Toyota Prius
Convertible	MINI Cooper Convertible
Luxury Convertible	Audi A4 Convertible
Near Luxury Car	Lexus ES
Luxury Car	Infiniti M35
Large Car	Hyundai Sonata
Base Sports Car	Volkswagen R32
Sports Car	Chevrolet Corvette Convertible
Sport Sedan/Wagon over \$38,000	Lexus GS
Sport Sedan Wagon under \$38,000	Chrysler 300 C
Compact SUV/Crossover	Ford Escape Hybrid
Midsize Crossover	Toyota Highlander Hybrid
Luxury Crossover	Lexus RX 400h
Small Wagon	Toyota Matrix
Midsize/Large Wagon	Subaru Outback Wagon
Intermediate SUV	Hummer H3
Full-Size SUV	Toyota Sequoia
Luxury SUV	Hummer H2
Compact Pickup Truck 2WD	Toyota Tacoma Regular Cab 2WD
Compact Pickup 4WD	Toyota Tacoma Regular Cab 4WD
Full-Size Pickup 2WD ½ Ton	Toyota Tundra Regular Cab 2WD
Full-Size Pickup 2WD ¾ Ton	Dodge Ram 2500 Quad Cab 2WD
Full-Size Pickup 2WD One Ton	Dodge Ram 3500 Quad Cab 2WD
Full-Size Pickup 4WD ½ Ton	Lincoln Mark LT 4WD
Full-Size Pickup 4WD ¾ Ton	Dodge Ram 2500 Regular Cab 4WD
Full-Size Pickup 4WD One Ton	Dodge Ram 3500 Quad Cab 4WD
Minivan	Toyota Sienna
Full-Size Van	Chevrolet Express 1500 Passenger Van
Cargo Van	Chevrolet Express 1500 Cargo Van

IntelliChoice.com Helps Consumers Do Their Homework

IntelliChoice.com updates vehicle data several times a month in order to capture the many expiring auto rebates and ongoing incentive programs offered by manufacturers—giving consumers the most up-to-date analysis.

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IntelliChoice.com's "Best Deals" designation enables consumers to identify how car rebates affect a vehicle's value throughout ownership and not just at the time of purchase. Ownership costs can vary significantly among different trim lines of the same model. Additionally, IntelliChoice.com continuously updates fuel costs based on the latest data from the U.S. Energy Information Administration.

Vehicles designated as "IntelliChoice.com Best Deals of the Month" are typically cars and trucks that have good to great ownership cost values before any manufacturer rebate. A rebate can often turn a good ownership cost value into a great value, and a great value into an "IntelliChoice.com Best Deal of the Month."

Please visit www.intellichoice.com for more information or to check the auto rebate section of any vehicle report for the most up-to-date incentives.

About IntelliChoice.com, Source Interlink Media, and Source Interlink Companies, Inc.

IntelliChoice.com, part of Source Interlink Media, LLC, is the market leader in automotive ownership cost and value analysis. Founded in 1986, IntelliChoice.com is committed to empowering consumers to make better purchase decisions by providing independent and essential automotive information and tools. Through the IntelliChoice.com web site, consumers get the help they need to research, compare, configure and price vehicles. The site also connects buyers to the buying alternatives of their choice, including vehicle manufacturers and an online car buying guide. Source Interlink Media is a subsidiary 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 a leading distributor of home entertainment products, including DVDs, music CDs, magazines, games, books and related items. You can learn more about IntelliChoice at www.intellichoice.com and Source Interlink at www.sourceinterlink.com.

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