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AUTO ENTHUSIASM BREWS OVER SO-CAL'S CARS AND COFFEE™
CarsandCoffee.info Celebrates One-Year Anniversary While Uniting Car Buffs in Southern California and Around the World

Irvine, Calif. April 28, 2008 – Southern California's auto enthusiasts have given up sleeping in on Saturday mornings. As most of Irvine enjoys rest from 7-9 a.m., the intersection of Irvine Center Drive and Alton Parkway is all abuzz with the sounds of revving engines. Hundreds of them. Classics, Muscle, Exotics, Street. And they are all racing to get their slot at Cars and Coffee, a weekly grass roots-style auto show dedicated to uniting the collectors while embracing those who simply have a passion for cars. Ensuring that those who can't make it to the event don't miss out on what's new are Brent Ferguson and Josh Ruddick, who are about to celebrate the one-year anniversary of their carsandcoffee.info website. Born as a communal meeting place, carsandcoffee.info has grown into an online social for car devotees worldwide.

Having originated in Crystal Cove in 2005, Cars and Coffee™ began to face growing pains until the event was afforded a home in the fall of 2006 thanks to Cars and Coffee™ Host John Clinard of the Ford Premier Auto Group and the PAG building's expansive parking lots. As the event has grown, so has the commitment to keeping it low key in order to stay true to the aficionados. Attracting upwards of a combined 1,000 participants and spectators on any given weekend, Ferguson and Ruddick realized the need for an organized, centralized location where people could go and get information, post their awesome pictures, and become aligned with other car hobbyists. The original handful of members has grown exponentially into a kinship of loyal auto enthusiasts from as far away as Germany, France, and Japan, with over 60,000 monthly page views. Nurtured by Ferguson and Ruddick, this online car culture community has organically evolved into perhaps the largest of its kind to date.

With a growing surge of new friends, key supporters and their one-year anniversary this May 19th, Ferguson and Ruddick have transformed their passion into a reign as beacons for the car culture community ultimately creating an internationally recognized online brand. The press can't seem to get enough as car magazines from around the world have lavished attention on the event. In June, recent visitor Discovery Channel will broadcast a glimpse into this diverse car culture that has elevated the concept of show and tell. Southwest Airlines, Genesis Audio and Video, and Speed Ventures are just a few of the carsandcoffee.info supporters who are celebrating the One-Year Anniversary by donating giveaways for members who participate in the site's first member-based survey.

As CarsandCoffee.info embarks on its second year, Ruddick and Ferguson look forward to sharing member-based e-newsletters packed with special features including spotlights on up and coming Car Clubs, Car rallies, Car of the Month, and a lot more. Locals and visitors will

continue to experience the Saturday morning sights, sounds and smells while computer savvy enthusiasts across the globe bask in the glory of the virtual car show. For Brent and Josh, life in the fast lane is just beginning; they are revving up their motors to enter their next year full speed ahead.