

Contact:  
Amy Taggart  
Marketing Manager  
Interactive Financial Marketing Group  
804-521-8567  
ataggart@interactivemfg.com

## **Interactive Financial Marketing Group Launches Mobile Version of Carloan.com**

*Smartphone users can now apply for auto loans on flagship financing site*

**Richmond, VA – March 1, 2011** – Interactive Financial Marketing Group (IFMG), a division of Dominion Enterprises, today announced it has launched a mobile version of [Carloan.com](http://Carloan.com), its premier auto financing site.

Since its 2002 launch, Carloan.com has helped over 5 million consumers with their automobile financing needs by providing a secure online credit application and an array of tools such as calculators, news feeds and credit advice. While simplified for easy reading on mobile devices, the mobile-optimized Carloan.com loan calculators and finance application still offer full functionality.

The new mobile site can be viewed by accessing the standard URL ([www.carloan.com](http://www.carloan.com)) with any smartphone such as a Blackberry, iPhone or Android. When mobile users hit the site using their phone's browser, Carloan.com automatically recognizes their browser type and provides the correct version.

"We've seen a significant uptick in the number of Carloan.com visitors using mobile browsers," said Albano Stefani, Search Marketing Analyst for IFMG. "They now account for a bigger slice of our traffic. That shift made the rapid development of our mobile site a necessity."

### **About Interactive Financial Marketing Group:**

[Interactive Financial Marketing Group](http://Interactive Financial Marketing Group) (IFMG) is a pioneer in lead generation, validation and management services for the automotive industry. By focusing on innovative approaches to lead generation since its inception in 1989, IFMG has developed a family of brands that includes hundreds of the most recognized Internet addresses and vanity phone numbers such as [Carloan.com](http://Carloan.com), [Autoloan.com](http://Autoloan.com), 1-800-CAR-LOAN® and 1-800-AUTO-LOAN®.

Interactive Financial Marketing Group is a division of Dominion Enterprises. For more company information, contact IFMG at 800-222-8374 or visit [www.interactivemfg.com](http://www.interactivemfg.com). For more information about IFMG products and services for auto dealers, visit [www.carloanco.com](http://www.carloanco.com).

### **About Dominion Enterprises**

Dominion Enterprises is a leading marketing services company serving the automotive, enthusiast and commercial vehicle, real estate, apartment rental, and employment industries. The company's businesses provide a comprehensive suite of technology-based marketing solutions including Internet advertising, lead generation, CRM, Web site design and hosting, and data management services. The company has more than 40 market-leading Web sites reaching more than 17.6 million unique visitors monthly, and more than 280 magazines with a weekly circulation of 2.4 million. Headquartered in Norfolk, Va., the company has 4,900 employees in more than 186 offices nationwide. For more information, visit [www.dominionenterprises.com](http://www.dominionenterprises.com).

###