

AutoTrader.com Presents NBA Drive to the Finals Fantasy Game

Winner to receive \$25,000 toward purchase of car on AutoTrader.com

ATLANTA, May 7, 2012 /PRNewswire/ -- AutoTrader.com, the ultimate automotive marketplace and an official marketing partner of the NBA, announces the tip-off of the "[NBA Drive to the Finals Fantasy Game.](#)" providing the grand prize winner \$25,000 toward the purchase of a vehicle on its website. Hosted by NBA.com and presented by AutoTrader.com, the Fantasy Game began last weekend with the opening round of the NBA Playoffs and is also featured on TNT's "NBA Tip-Off Show" and "Inside the NBA." Show host Ernie Johnson and analysts Charles Barkley, Kenny Smith, and Shaquille O'Neal will also compete in the game for a \$10,000 gift to their favorite charity.

Visitors to NBA.com will be invited to participate in the fantasy game and will be asked to select one NBA player each night throughout the first three rounds of the playoffs that they think will be the evening's top performer. One \$25,000 grand prize will be awarded, while runner-up and weekly prizes include Spalding Neverflat Basketballs, video game consoles and EA NBA Jam on Fire Edition.

"The '[NBA Drive to the Finals Fantasy Game](#)' always proves to be a fan favorite," said Clark Wood, AutoTrader.com's Chief Marketing Officer. "With our continued involvement with the NBA and TNT this season, our sponsorship of this year's Fantasy Game will provide us the opportunity to engage even more NBA fans with AutoTrader.com throughout the NBA Playoffs, the league's marquee event."

AutoTrader.com has partnered with the NBA since 2006. Throughout the partnership, AutoTrader.com will be prominently featured across NBA Digital properties, NBA TV and NBA.com.

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive marketplace and consumer information website. AutoTrader.com aggregates in a single location millions of [new cars](#), [used cars](#) and [certified pre-owned cars](#) from thousands of auto dealers and private sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts millions of unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates one other auto marketing brand, AutoTraderClassics.com. AutoTrader.com also owns used vehicle management software company vAuto, Kelley Blue Book (kbb.com), HomeNet Automotive, a leading provider of online inventory management and merchandising solutions for the automotive retail industry and VinSolutions, a leading provider of end-to-end solution platforms for dealers. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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