# AutoTrader.com and Edmunds.com Announce Exclusive Partnership

**Web powerhouses team up to reach more than 12 million online shoppers**

Two online automotive powerhouses, AutoTrader.com and Edmunds.com, today announced they are partnering to provide used car shoppers with the most convenient and useful research and purchase options available.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO )

Through this partnership, shoppers now doing their research on Edmunds.com can click directly over to AutoTrader.com's massive inventory of 2.5 million used vehicles. And those who use Edmunds.com's True Market Value® Used Vehicle Appraiser to determine the price of a used vehicle they intend to sell can now easily list their vehicle for sale with the leader in used vehicle listings - AutoTrader.com.

"Our relationship with Edmunds.com will help consumers go from shopping to buying faster and more easily, and give dealers who advertise with us access to an audience of 12.3 million in-market car shoppers," said Chip Perry, president and chief executive officer of AutoTrader.com.

"Consumers who visit Edmunds.com will now be able to choose from the widest selection of used vehicle listings, thanks to AutoTrader.com," said Seth Berkowitz, Vice President of Business Development for Edmunds.com. "And, as we continue to syndicate our Web site content to other sites, we will make it possible for them to also provide their visitors with this benefit."

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information website. AutoTrader.com aggregates in a single location more than 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings and comprehensive search functionality, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise vehicles. AutoTrader.com has been named "the most useful used car site" by consumers and driven the most online used car sales according to JD Power and Associates 2004 Used Autoshopper.com Study(SM).

AutoTrader.com is a majority-owned subsidiary of Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

About Edmunds.com, Inc.

Edmunds.com is the premier on-line resource for automotive information. Its comprehensive set of data, tools and services, including Edmunds.com True Market Value® pricing, is generated by Edmunds Data Services and is licensed to third parties. For example, the company supplies over 800,000 pages of content for the auto sections of AOL and NYTimes.com, provides weekly data to Automotive News and delivers monthly data reports to Wall Street analysts. Edmunds.com was named "best car research" site by Forbes ASAP, has been selected by consumers as the "most useful Web site" according to every J.D. Power and Associates New Autoshopper.com Study(SM) and was ranked first in the Survey of Car-Shopping Web Sites as reported

by The Wall Street Journal. The company is headquartered in Santa Monica, Calif., and maintains a satellite office near Detroit.

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