AutoTrader.com and Ant Farm Partner on Interactive Advertising

Online marketplace and agency will produce nationwide brand marketing and advertising

AutoTrader.com, the world's largest automotive marketplace, today announces that it has partnered with Ant Farm Interactive, a full-service interactive marketing firm, on all interactive marketing communications programs. Ant Farm will develop and manage interactive marketing and advertising to support initiatives targeted at both car buyers and sellers.

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

"Ant Farm is a great choice for us to take our interactive advertising to the next level," said Clark Wood, vice president of marketing, AutoTrader.com. "We look forward to a dynamic partnership as we continue to expand our national brand marketing and advertising efforts, which keep us top of mind among our more than 8 million monthly unique visitors and 40,000 dealer customers."

"The Internet has redefined the automotive purchase process and the automotive classified space. Through its history of innovation, AutoTrader.com has become the number one choice for both buyers and sellers and the largest automotive marketplace on the Internet," said Michael Koziol, chief executive officer, Ant Farm Interactive. "Ant Farm Interactive is extremely pleased to have been selected as the interactive agency of record for AutoTrader.com and is excited about the opportunity to support and extend the company's marketing efforts to drive further growth among its consumer and dealer audiences."

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 Ant Farm Interactive

Ant Farm Interactive is a full-service interactive marketing firm based in Atlanta, Georgia. The company's areas of expertise include interactive marketing strategy and branding, interactive advertising, and electronic customer relationship management. Ant Farm Interactive's clients include Cingular Wireless, Equifax, Disney, the Georgia Department of Industry Trade and Tourism, EarthLink, and TIAA-CREF. For more information, visit http://www.antfarminteractive.com/ .

Ant Farm Interactive is a wholly owned subsidiary of Nurun Inc. (TSX: IFN) -- a global

interactive services company specializing in interactive technology and communications. With more than 450 professionals, Nurun has locations in major cities across Canada, the United States and in Europe. For more information, visit http://www.nurun.com/ .

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