AutoTrader.com Promotes Matt McKenna to General Manager of National Accounts

AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Matt McKenna to General Manager of National Accounts. In his new role, McKenna will oversee the national accounts sales, account management and sales operation teams as they work to grow new and existing relationships with OEM and non-automotive advertisers. McKenna will continue to report directly to Chip Perry, president and chief executive officer.

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

McKenna brings 15 years of automotive advertising experience to the position, having worked on Ford and General Motors national advertising, regional dealer association advertising and individual dealer advertising. He joined AutoTrader.com in 2000 as the Director of Sales servicing Detroit-based clients, and has been instrumental in building a solid foundation of both automotive and e-commerce clients who use deep integration within the site to help fulfill their advertising and marketing needs. McKenna most recently held the position of Director of National Account Sales Strategy.

"With his extensive understanding of the automotive industry, his proven track record in the company and his ability to develop sound strategic relationships with clients, Matt continues to be an incredible asset to AutoTrader.com," said Chip Perry, president and chief executive officer. "As our business grows, Matt will ensure our National Accounts team will serve both current and future customers." McKenna attended Michigan State University and studied Advertising.

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 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. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

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CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com

Web site: http://www.autotrader.com/
