AutoMercado.com Integrating With AutoTrader.com

On-Line Initiatives and Partnerships Serve Growing U.S. Hispanic Car-Buyer Market

AutoMercado.com, a pioneering Spanish- language on-line automobile marketplace, will integrate operations with AutoTrader.com, the ultimate automotive marketplace. AutoMercado.com has more than 900,000 cars listed for sale and the most traffic of any Spanish-language automobile listings site. This integration of operations with AutoTrader.com illustrates the growing importance of the fast-growing market of U.S. Hispanic car buyers and sellers. AutoTrader.com will immediately begin selling AutoMercado.com services and listings, and AutoMercado.com will have a presence in AutoTrader.com's booth at the National Association of Automotive Dealers (NADA) Expo in San Francisco.

(Logo: http://www.newscom.com/cgi-bin/prnh/20080205/CLTU088LOGO)

Other dedicated efforts include AutoTrader.com's partnerships with Univision.com, in which AutoTrader.com powers this site's used car listings, and with MSN Latino, in which AutoTrader.com will power this site's used car listings beginning at the end of February.

"Marketing to U.S. Hispanics - in the auto industry or in any industry - is not a one-size-fits-all proposition," said AutoTrader.com CEO Chip Perry. "This is a diverse, fast-growing market and no single web site, campaign or strategy will lead to success. Through AutoTrader.com, our partnerships, our marketing efforts and our new integration with AutoMercado.com, we can speak directly to U.S. Hispanic car buyers and sellers and serve them where and how they prefer to be served."

In spite of the diversity of the U.S. Hispanic market, there are some trends that make specific outreach to this segment a valuable long-term proposition. For instance:

-- The U.S. Hispanic community is growing faster than any other minority community in the United States.
-- U.S. Hispanic buying power has grown consistently year over year, reaching about $860 billion by 2007, according to a University of Georgia study. That buying power is expected to increase to about $1.2 trillion by 2011.
-- The median age of Hispanic-Americans is 27 vs. 40 for non-Hispanic whites, according to an R.L. Polk study. Capturing this younger market earlier by establishing a relationship means more long-term opportunities to serve these consumers.
-- A majority of U.S. Hispanic consumers prefer to conduct complex business transactions - such as researching and purchasing a car - in Spanish.

AutoMercado.com will continue to operate as a separate URL and web site, with new links between AutoMercado.com and AutoTrader.com allowing Spanish- speaking customers to go back and forth between both sites. The parent company of both companies is Cox Enterprises.

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 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 13 million qualified buyers each month. Through innovative merchandising products such as multiple photos 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 Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

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