AutoTrader.com Launches Comprehensive Online Press Room

New Media Tool and Resource for News, Photos and Executive Information Found At http://pressroom.autotrader.com

AutoTrader.com, the number one automotive classifieds site on the planet, today announced the launch of an online press room designed to put company news and information at the media's fingertips. Reporters can now download artwork, obtain management bios, read recent executive byline articles, learn about corporate ownership and business partners, and find dealer and consumer testimonials from one location.

"Since establishing AutoTrader.com's in-house corporate communications department in February 2002, our top priority has been media relations," said Lisa Uhl, director of corporate communications. "Our goal with the online press room is to give journalists quick and easy access to AutoTrader.com's news, corporate information and photo archives anytime, anywhere. This tool is an extension of our in-house corporate communications team."

A "What's New" section located on the press room's main page highlights breaking news and product announcements. Journalists can also register for media updates from AutoTrader.com tailored to their specific beat or area of interest. The online press room can be accessed by typing in the URL directly or from the footer on the AutoTrader.com homepage.

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and a comprehensive consumer information website. Serving as matchmaker, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise cars. Through its strategic alliances with Manheim Auctions, Trader Publishing Company, ADP, Inc., America Online and eBay, AutoTrader.com aggregates in a single location a comprehensive database of more than 2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 million unique visitors every month.

AutoTrader.com is a majority-owned subsidiary of Manheim Auctions, Inc., the world's largest operator of wholesale auto auctions since 1945. Manheim Auctions, a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., is AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., eBay, 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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