AutoTrader.com and WorldNow Announce Partnership; WorldNow Network Promotes AutoTrader.com on 84 Local TV Web Sites

AutoTrader.com, the world's largest automotive marketplace, and WorldNow, the leading provider of Internet technology, revenue and content solutions for local broadcasters, today announce that they have partnered AutoTrader.com content with the WorldNow network of television web sites. AutoTrader.com is now powering used car classifieds and Auction-Style listings as the exclusive provider in these areas for more than 84 local television station web sites in the WorldNow network. The total number of local television station web sites partnered with AutoTrader.com is 160.

"We are excited about providing even more localized distribution of our vehicle listings," said Clark Wood, vice president of marketing and national accounts, AutoTrader.com. "This online presence will bring our 2.2 million strong database of used car listings to television station sites in top markets and reinforce AutoTrader.com's brand as a household name synonymous with smart used car shopping."

"Our relationship with AutoTrader.com has enabled WorldNow's local television stations to capitalize on the growth of online classifieds, while enhancing their web site product to consumers," said Sandhi Kozsuch, SVP of Audience Development, WorldNow. "With automotive spending representing the strongest local ad category on-air, the opportunity for our station partners to feature AutoTrader.com car listings on their web sites is a natural extension of their business."

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 2.2 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. 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 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., and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

About WorldNow

WorldNow is the leading provider of Internet technology, revenue and content solutions for local news and information companies. Through its exclusive partnerships with over 140 local television stations, WorldNow has built the largest network of local news and information destinations in the world. WorldNow builds and supports an integrated, cost-effective software solution that diminishes the technological barriers to entry. Combined with WorldNow's comprehensive revenue programs, content offerings, consulting services and on-going customer support, broadcasters are empowered to establish superior Internet businesses that grow their audience, enhance their brand and drive new profits. More information is available at the award- winning website www.worldnow.com .

SOURCE: AutoTrader.com

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

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