

No. 1 AutoTrader.com Teams Up With New England Patriots

AutoTrader.com, the No. 1 site for buying and selling automobiles, has teamed up with the Kraft Group and its affiliates Patriot Place and the New England Patriots in a marketing and sponsorship program that promises major exposure for AutoTrader.com in New England during 2008 and 2009.

(Photo: <http://www.newscom.com/cgi-bin/prnh/20080128/CLM131>)

The marketing partnership includes a variety of media and in-stadium signage, including:

- Year-round naming rights sponsorship of The Patriot Place parking lots;
- Multi-week pre-game and in-game radio advertising during the football season on the 36-station Patriots Rock Radio Network, reaching listeners in seven states;
- Pre-season and in-season television advertising on the Patriots Football Network, which includes broadcasts on stations in Massachusetts (WCVB and WWLP), New Hampshire (WMUR) and Rhode Island (WNAC), including spots on the "Patriots All Access" show and the "Patriots Football Weekly" program on New England Cable News;
- On-line AutoTrader.com advertising campaign on www.patriots.com;
- In-stadium signage with the ability to customize messages during each home game;
- Sponsorship of Patriots Draft Day event, including an "Ultimate Draft Pick" promotion in which a grand prize winner could walk away with four season tickets and a VIP parking spot for all Patriots regular season home games;
- Hospitality opportunities, including season tickets, individual game ticket packages, tailgate party opportunities and use of Gillette Stadium function areas for events.

"We're excited about this opportunity to partner with one of the best and most storied teams in football," said AutoTrader.com President and CEO Chip Perry. "Our customer base in New England is made up of business clients - the dealers who post their cars for sale on our site - and consumers - the people who individually post cars for sale and come to our site looking for cars. This partnership allows us to touch each set of customers in an environment where the loyalty and excitement for the Patriots football team makes customers more open to accepting messages from partner organizations like AutoTrader.com."

"We are always looking to align ourselves with industry leading companies," said Jonathan Kraft, president and chief operating officer of The Kraft Group. "And that is certainly the case with AutoTrader.com. We are very pleased to include AutoTrader.com in our family of corporate partners and are looking forward to kicking off a successful long-term relationship."

The parking lot naming rights are especially exciting for both AutoTrader.com and for the Kraft Group. "Our ability to have signage in the parking lots at Gillette Stadium means that people will see our name brand when they are absolutely thinking about their car - looking for it in the lot after a day of shopping or after a game," said AutoTrader.com Director of Sponsorships and Promotions Don Dixon. "What better way to connect our name brand with the product we advertise - cars for sale!"

The AutoTrader.com / New England Patriots sponsorship agreement is for two years with an option for a third year.

For more information about the New England Patriots, please visit www.patriots.com.

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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