AutoTrader.com Continues Summer Marketing Blitz With Television Buy; Spots on Hit Shows to Air Throughout July and August

AutoTrader.com, the world's largest automotive marketplace, today announces its ongoing commitment to nationwide brand marketing and advertising with a summer television buy. AutoTrader.com's popular and award-winning ad series will appear in rotating spots on the top-performing summer shows with nearly 300 spots and 22 TV billboards -- ensuring brand exposure to millions of viewers in the key car- shopping demographic.

Programming included in the ad buy consists primarily of widely-watched high-rated primetime and weekend movies, original series and sports-related shows. Shows on the list include TNN's "CSI," Discovery Channel's "Monster Garage," USA Network's "Dead Zone" and Comedy Central's "Daily Show with Jon Stewart."

"Having a dominant media presence on all the hottest summer shows serves as a highly-targeted way to reach AutoTrader.com's important demographic segment," said Clark Wood, vice president of marketing and national accounts, AutoTrader.com. "We continue to reach this demographic through a variety of media, building nationwide awareness and keeping AutoTrader.com top of mind."

As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 7 million unique monthly visitors, who conduct more than 30 million vehicle searches per month from a database of 2.2 million vehicles.

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.

SOURCE: AutoTrader.com

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