AutoTrader.com Signs Up For Third Season With NASCAR On FOX

The World's Largest Automotive Marketplace Buys Air Time During Daytona Speed Week and Daytona 500

AutoTrader.com, the world's largest automotive marketplace, announced today its ongoing commitment to nationwide brand marketing and advertising with its planned broadcast sponsorship of NASCAR on FOX. Throughout the first half of the NASCAR season, 13 races from February 8 to June 22, AutoTrader.com will air its popular 'whoosh' and 'buddies' commercials in rotating spots. AutoTrader.com has also secured the coveted sponsorship of the pre-race show entitlement of Koolerz 300 -- a Busch Series race airing February 15.

AutoTrader.com confirmed the widely watched Daytona Speed Week and the Daytona 500 will include television spots, on-air sponsorship billboards and running order enhancements -- during which AutoTrader.com's logo will appear alongside a ticker showing the running order of the drivers. The season's remaining Winston Cup Races will include AutoTrader.com spots, ensuring brand exposure to millions of viewers in the key online car-buying demographic. All placements will run on FOX.

"In the first half of the NASCAR season on FOX we will successfully use our televised NASCAR sponsorship as a highly targeted way to reach an important demographic segment," said Clark Wood, vice president of marketing, AutoTrader.com. "As the only automotive dot-com with a major national network television advertising campaign this year, we continue to reach our target demographic through a variety of ongoing sports sponsorships, building nationwide awareness and keeping AutoTrader.com top of mind."

Autotrader.com's ongoing sponsorship approach to repeatedly reach its target audience through a variety of sources reinforces AutoTrader.com's brand as a household name synonymous with smart used car shopping. AutoTrader.com has consistently employed broadcast advertising during widely viewed sporting events such as NFL, MLB, NBA, NCAA Basketball and NASCAR. As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 6 million unique monthly visitors, conducting more than 30 million vehicle searches per month from a database of 2.2 million vehicles.

AutoTrader.com recently underscored its commitment to making the car buying process easier by introducing Auction-Style Listings. AutoTrader.com's innovative new auction-style buying and selling tool has been built from the ground up to serve the needs of mainstream used car buyers and sellers better than existing auction-style sites. As the clear market leader in Internet automotive advertising, AutoTrader.com has the ability to fuel the growth of Auction-Style Listings and further innovate in the dynamically priced classified advertising space.

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. AutoTrader.com aggregates in a single location a comprehensive database of 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 6 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., 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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