AutoTrader.com Partners With St. Jude Children's Research Hospital

National Sponsor of Up 'til Dawn Finale Events and AutoTrader.com Car Washes

AutoTrader.com, the smarter place to buy and sell a car, today announced it will partner with St. Jude Children's Research Hospital® and its collegiate fund-raising efforts through its Up 'til Dawn program.

(Logo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO)

Throughout the academic year, students at more than 150 colleges and universities nationwide participate in Up 'til Dawn, which is a student-led, student run fund-raising program that unites students, faculty and the surrounding community as they strive to support St. Jude. Students participate in a variety of fund-raising activities throughout the semester with the culmination of the fund-raising campaign involving an all-night finale celebration that keeps the students "up 'til dawn" in honor of the patient families at St. Jude.

To kick off the partnership with St. Jude, this spring, many schools will participate in the "AutoTrader.com Car Wash Weekend" to be held April 21-23. The car washes will serve as a great way for students to get out in their communities and raise money for St. Jude with all proceeds benefiting the hospital. AutoTrader.com will also be present at 30 select Up 'til Dawn finale events, featuring an AutoTrader.com remote control car race for students along with giveaways, and banners to show support.

"AutoTrader.com has been a long-time supporter of St. Jude and its collegiate outreach programs are an excellent way to extend our relationship and reach new audiences," said Rebecca Watson, Vice President of Community Relations, AutoTrader.com.

"Bringing on a national sponsor will help increase awareness of St. Jude's mission to find cures for children facing catastrophic illnesses, as well as help us exceed our fundraising goals," said Sarah Hackett, Manager of Collegiate Marketing, ALSAC/St. Jude Children's Research Hospital. "With fun giveaways to all participants and $500 toward school for the winner of the leadership essay content, AutoTrader.com is providing incentives to drive students to raise even more money this year."

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 2.8 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 11 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. Other investors include ADP, Inc. and the venture capital firm Kleiner Perkins Caufield & Byers.

About St. Jude Children's Research Hospital

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. No family ever pays for treatments not covered by insurance, and families without insurance are never asked to pay. St. Jude is financially supported by ALSAC, its fund-raising organization.

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