

AutoTrader.com Signs With NBCi as Premier Anchor Tenant And Auto Classified Service Provider

PRNewswire

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AutoTrader.com, the leading Internet destination and marketplace in the United States for buyers and sellers of used vehicles and NBC Internet, Inc. (NASDAQ: NBCI), a leading Internet portal company that brokers information, commercial, and entertainment transactions, today signed an agreement whereby AutoTrader.com will pay NBCi to become the automotive classifieds provider and secure a premier anchor tenancy on NBCi's new flagship consumer portal service which is slated for launch later this Fall.

NBCi's users will have easy access to AutoTrader.com's 1.5 million listings of used vehicles for sale by automotive dealers and private parties and will be able to place their used cars for sale on AutoTrader.com's Web site free of charge.

In addition, NBCi will showcase AutoTrader.com within its "Used Car Center," enabling NBCi users to access useful unbiased information such as auto reviews, used car trade-in values and AutoTrader.com's "Decision Guide," to help consumers find which vehicle best fits their needs.

"We are very excited about our relationship with NBCi. They have demonstrated a keen knowledge of the business and have provided professional account management that is helping our business prosper," said Chip Perry, president and CEO, AutoTrader.com. "Through this extended relationship, we are deepening our offering to help provide a better car shopping and buying experience for NBCi's users."

"AutoTrader.com is a leading source of used car classifieds and a tremendous resource for our users. This agreement will enhance the highly targeted services NBCi is offering users and demonstrates our ability to connect highly-qualified buyers to sellers," said Edmond Sanctis, NBCi's President and COO. "AutoTrader.com's service will enhance our new NBCi.com consumer flagship portal, which will have a cohesive look and feel, unified name space, consistent navigation and a distinctive personality."

About AutoTrader.com

AutoTrader.com is the leading Internet destination and marketplace in the United States for buyers and sellers of used cars, light trucks, vans and sport utility vehicles and for consumers seeking information regarding automotive products and services, such as insurance, financing and warranties. AutoTrader.com utilizes the power of the Internet and its ability, through its exclusive strategic alliances, to aggregate in a single location an extensive network of industry participants and a comprehensive database of automotive information to create an open marketplace that is local, regional and national in nature. AutoTrader.com contains approximately 1.5 million used vehicle listings, and, in June, AutoTrader.com's monthly visitors conducted 14 million vehicle searches.

AutoTrader.com, formerly AutoConnect.com, was formed in 1997 as a majority-owned subsidiary of Manheim Auctions, Inc., which has been in business since 1945 and is the world's largest operator of wholesale auto auctions. Manheim Auctions, a wholly owned subsidiary of Cox Enterprises, Inc., a leading media conglomerate, is AutoTrader.com's principal stockholder and one of AutoTrader.com's strategic partners. Other investors in AutoTrader.com include entities with which AutoTrader.com has also formed strategic relationships, such as Landmark Communications, ADP, Inc., eBay, Inc. and the venture capital firm, Kleiner Perkins Caufield & Byers.

This release may contain "forward-looking statements" about AutoTrader.com which are

statements that relate to our future plans, objectives, expectations and performance, and similar projections, as well as the assumptions underlying these projections. Future events, risks and uncertainties could cause actual results to differ materially from the results expressed or implied in these statements. In particular, these risk factors could include changes in worldwide and U.S. economic conditions that materially impact consumer spending, changes in demand for our products and services, risks associated with the integration of acquisitions and other investments, and other risk factors discussed in our filings with the Securities and Exchange Commission, including our Registration Statement on Form S-1 (Commission File)

About NBC Internet, Inc.

NBC Internet, Inc. (NBCi) is a leading Internet media company that helps consumers access Internet resources, leveraging user data to broker information, commercial, and entertainment transactions between consumers and marketing partners. NBCi's consumer Internet portal services provide Internet search and directory, information, community, personal file storage, e-commerce, and entertainment services for both narrowband and broadband users. NBCi's business-to-small business portal, AllBusiness.com, offers information, products, and services to help small businesses start and grow. NBCi was launched in November 1999 through the combination of Snap, Xoom.com, NBC.com, NBC Interactive Neighborhood, VideoSeeker, and a 10 percent equity stake in CNBC.com. NBC Internet publicly trades under the ticker NBCI on The Nasdaq Stock Market®. NBC, a subsidiary of General Electric Company (GE), holds a 39.3 percent ownership stake in NBCi. NBCi is headquartered in San Francisco and has offices in New York City, Los Angeles, and Chicago.

This press release contains statements that are forward-looking. These statements are based on NBCi's expectations of its future results as of the date of this press release. Actual results may differ materially from those projected because of a number of risks and uncertainties, including those listed from time to time in NBC Internet Inc.'s SEC reports, including but not limited to XOOM.com, Inc.'s Annual Report on Form 10-K for the year ended December 31, 1998; XOOM.com's Quarterly Reports on Form 10-Q for the periods ended March 31, 1999, June 30, 1999 and September 30, 1999; the Registration Statements on Form S-4 and Form S-1 filed by NBC Internet, Inc., as amended. Important factors that could cause the results to differ materially from those in any such forward-looking statements include: NBCi's limited operating history; unpredictability of its quarter-to-quarter results; its unproven business model and dependence on members; risks associated with its international operations; its reliance on a network infrastructure; its dependence on vendors and suppliers; management of its growth and expansion; risks associated with brand development; its reliance on advertising revenue; intense competition with other Web communities and businesses; the risks of infringement of intellectual property rights; risks associated with acquisitions; and reliance on strategic relationships.

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