AutoTrader.com's Traffic Hits Record 11.4 Million Visitors

Site Usage Stats Confirm Success of Nationwide Marketing Campaigns

AutoTrader.com, the world's #1 online automotive classified advertising company, saw consumer traffic numbers dramatically increase in March after continued month over month growth. Unique visitors hit an all time high of more than 11.4 million, up 28 percent over March of last year. Additionally, vehicle searches were up 31 percent and searches for certified pre-owned vehicles hit an all time high and were up 51 percent.

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

"Our NCAA basketball sponsorship on CBS, our new partnership with Yahoo! Autos, a significant online advertising campaign and a strong presence on sites such as Google and Overture keep AutoTrader.com top of mind for consumers," said Chip Perry, president and chief executive officer, AutoTrader.com. "Our new consumer Power Search feature also gives visitors a more flexible and powerful way to find a car on the site and demonstrates our commitment to consumer satisfaction and nationwide advertising."

In order to deliver the Internet's largest audience of in-market car shoppers to its advertisers, AutoTrader.com has optimized and expanded its partnership approach to repeatedly reach car buyers through a variety of media. The company has partnerships with online brands Yahoo! Autos, AOL, Edmunds.com, Univision.com and the Internet Broadcasting Systems Network of Sites (IBS), bringing increased exposure to all its 2.6 million vehicle listings from 40,000 dealers and 250,000 private owners.

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 2.6 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 9 million unique visitors every 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 Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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