# AutoTrader.Com Partners With Major League Baseball

**National Sponsor of Teams in Atlanta, Chicago, Dallas, L.A. and Philadelphia**

AutoTrader.com, the smarter place to buy and sell a car, has for the first time formed partnerships with five Major League Baseball (MLB) teams: the Atlanta Braves, Chicago Cubs, Texas Rangers, Anaheim Angels and Philadelphia Phillies.

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

AutoTrader.com's partnerships with the teams include stadium branding, in- game entertainment, tickets, hospitality, off- and online marketing and promotions. In addition, the teams may receive branding on the AutoTrader.com site.

"Sports sponsorships have long been a tradition at AutoTrader.com, and the addition of Major League Baseball to our lineup means reaching even more in- market car shoppers at the peak of the car buying season," said Scott Tracy, director of strategic marketing, AutoTrader.com. "This MLB sponsorship takes our marketing efforts to a local level, reaching our audience through a game and a team they are passionate about."

AutoTrader.com has more than 3 million vehicles for sale and hit a record 12 million monthly visitors in March.

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 3 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 Landmark Communications, ADP,Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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