AutoTrader.Com Promotes Hal Greene to Senior Vice President of Sales

AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Hal Greene to Senior Vice President of Sales. In his new position, Greene will oversee building and managing AutoTrader.com's national sales force.

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

Greene joined AutoTrader.com's sales department in 1999 when the company had a handful of salespeople; there are now 450. He has overseen the expansion of paying dealer accounts from a few to more than 11,000, and has created six fully staffed regional offices in Boston, Norfolk, Ft. Lauderdale, Dallas, Chicago and Los Angeles. Reporting to Greene are Regional Vice Presidents Alan Smith and John McCormick, as well as Vice President of Sales Operations Beth Jordan.

Prior to joining AutoTrader.com, Greene worked for The Atlanta Journal- Constitution, where he was Retail Advertising Director. He started his career at The Martinsville Bulletin and was General Manager of The Greensboro News & Record's weekly newspapers. Greene's most recent position with AutoTrader.com was Vice President of Dealer Sales. Greene will continue to report to Jim McKnight, chief operating officer.

"Hal has helped us go from a tiny start up to a robust, profitable, full- service classifieds marketplace," said Chip Perry, chief executive officer. "As our business grows, his dedication and sales expertise will ensure our sales force serves both current and future customers."

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 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 8 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings 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. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

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