AutoTrader.com and Univision Online Announce Partnership

AutoTrader.com Reaches Out to Hispanic Market as Exclusive Used Car Classifieds Provider

AutoTrader.com, the number one automotive classifieds site on the planet, today announces its partnership with Univision Online, Inc. AutoTrader.com will serve as the exclusive used car classifieds and auction-style used car listing provider on Univision.com's Auto Channel. AutoTrader.com will fuel the Sell Your Car, Find A Car, and Find a Dealer functions for used cars via integrated placements throughout Univision.com's Auto Channel. Univision.com auto buyers and sellers will have the added option to buy and sell used cars via AutoTrader.com's newly launched automotive used auction-style listings.

The partnership between Univision Online and AutoTrader.com unites two online powerhouses: Univision.com, the leading Spanish-language web destination for Hispanics in the U.S. and AutoTrader.com, the number one automotive classifieds website on the planet. Their combined efforts will allow AutoTrader.com to reach the valuable and vehicle-savvy Hispanic market. Univision.com will gain access to AutoTrader.com's selection of 1.6 million used and certified pre-owned vehicles as well as a wide range of consumer- driven tools for car shopping, buying and selling.

"AutoTrader.com's partnership with the premier Spanish-language news, entertainment and consumer information source is a vital step in our plan to reach as many car shoppers as possible," said Chip Perry, president and chief executive officer, AutoTrader.com. "This is a win-win situation for visitors to both AutoTrader.com and Univision.com."

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and a comprehensive consumer information website. Serving as matchmaker, AutoTrader.com unites buyer and seller online - dramatically improving the way people research, locate and advertise cars. AutoTrader.com aggregates in a single location a comprehensive database of more than 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 6 million unique visitors every month. For more information, visit http://www.autotrader.com/ or call 1-800-353-9350.

About Univision Online

Univision Online (www.univision.com) is the most popular Spanish-language Internet destination in the United States. It caters to Hispanic Americans by offering culturally relevant entertainment, news, sports and services. Univision Online is a wholly owned subsidiary of Univision Communications Inc. (NYSE: UVN).

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