

**Autotrader.com Partners With Fox Sports Net To Award
\$20,000 Toward the Purchase of a Vehicle
Winner To Be Named On Network's Best Damn Sports Show Period**

AutoTrader.com, the smarter place to buy and sell a car, will award \$20,000 toward the purchase of a vehicle found on its website to the winner of host Rob Dibble's "Take Dibble Deep" challenge on Fox Sports Net's (FSN) The Best Damn Sports Show Period August 31st at 9 p.m. EDT.

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

AutoTrader.com's "Take Dibble Deep" contest will be featured on former Major League Baseball pitcher, turned host, Rob Dibble's "First Dibs" segment. Dibble will pitch to two selected audience members and the participant who hits the ball the farthest will win a grand prize check of \$20,000.

"As an experiential-based company, we also want to give our consumers additional opportunities to interact with our brand outside of the website," said Clark Wood, vice president of marketing, AutoTrader.com. "'The Best Damn Sports Show Period' and the 'Take Dibble Deep' challenge present a great atmosphere for AutoTrader.com to connect with a passionate audience in a tangible fashion."

Evan Owens, director of national sales for AutoTrader.com, will be on-hand to present the grand prize winner with the \$20,000 check.

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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PRN Photo Desk, photodesk@prnewswire.com

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CONTACT: Jason Jager of AutoTrader.com, +1-404-568-5947, or
jason.jager@autotrader.com

Web site: <http://www.autotrader.com/>