AutoTrader.Com Signs Exclusive Multiyear Partnership With ABC's 'Monday Night Football'

ESPN2's 'NFL Live' Show Also Included In Deal

AutoTrader.com, the world's largest automotive marketplace, today announces a two-year broadcast sponsorship of ABC's "Monday Night Football." The deal includes airing of AutoTrader.com's popular 'whoosh,' 'buddies' and 'shelves' spots during games, audio/visual billboards and the exclusive entitlement of "The AutoTrader.com Post Game Report" following every pre- and regular season Monday Night Football game.

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

The exclusive entitlement was created last season especially for AutoTrader.com and features approximately two minutes of on-the-field commentary. A total of twenty post-game shows will run. AutoTrader.com will also sponsor the widely watched Wild Card playoff games in the postseason. Additionally, ESPN2's "NFL Live," airing on Tuesdays, will feature AutoTrader.com spots as well as the "Drive of the Week Presented by AutoTrader.com."

"We had great success reaching our key demographic last year with 'Monday Night Football' and are looking forward to promoting AutoTrader.com to a national audience for two more years," said Clark Wood, vice president of marketing, AutoTrader.com. "People across the country, both men and women, stay with the game and tune in for the post-game report."

AutoTrader.com has consistently employed broadcast sponsorships with sports organizations such as NFL, MLB, NBA, NCAA basketball and NASCAR. As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 8 million unique monthly visitors who conduct more than 50 million vehicle searches per month from a database of 2.5 million vehicles.

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 has been named "the most useful used car site" by consumers and driven the most online used car sales according to JD Power and Associates 2004 Used Autoshopper.com Study(SM).

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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