AutoTrader.com and IBS Extend Localized Partnership

IBS and Affiliated Networks Promote AutoTrader.com Online and On-Air

AutoTrader.com, the world's largest automotive marketplace, and Internet Broadcasting Systems, Inc. (IBS), the largest online local news network in the country, announce today the extension of their successful partnership. Currently, and for another year, AutoTrader.com has exclusive rights to advertise its 2.5 million vehicle listings to visitors across 160 IBS and IBS affiliated local television web sites, which reach 50 million users.

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

AutoTrader.com will be the exclusive provider of used car listings in the IBS "TV at Work" network, which includes NBC, Cox, Hearst-Argyle, Washington Post and McGraw-Hill. Links to and ads for AutoTrader.com will also appear throughout the network. Additionally, in certain markets, IBS will run customized television spots that localize the current AutoTrader.com campaign, which will reach 10 million viewers.

"We are pleased to continue to provide localized distribution of our vehicle listings," said Chip Perry, president and chief executive officer, AutoTrader.com. "This partnership reinforces our commitment to reaching buyers where they live and shows that AutoTrader.com is the online marketplace with the most cars in each market."

"AutoTrader.com provides our network of local sites with relevant, timely and comprehensive vehicle listings," said Clayton Rose, vice president business development, IBS. "We're proud to continue to have AutoTrader.com as one of our premier functionality partners." AutoTrader.com joins HotJobs and Homestore.com as core functionality partners in the IBS network.

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 2.4 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.

About IBS

Internet Broadcasting Systems is the Web's #1 local news provider, operating local news and information sites with over 60 leading TV stations. IBS delivers all Top 10 US markets and 22 of the Top 25 markets, combing all television stations owned by NBC, Hearst, Cox, Washington Post Company, McGraw-Hill, and others. These top broadcasters use their IBS web sites to carry their 150 million + viewers through the day, serving them with trusted local news and information online during working hours and then back to TV at home. IBS provides this unique "TV at Work" audience to advertisers seeking a large, unduplicated, and highly attractive audience, primarily at-work, across 93% of top market households.

Photo: http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO

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