AutoTrader.com Announces New Strategic Partnership With NADAguides.com

Industry Leaders To Share Listings and Information Across Sites

AutoTrader.com, the #1 online automotive classified advertising company in the U.S., and NADAguides.com, a leading vehicle information website, today announce a groundbreaking strategic partnership. AutoTrader.com will exclusively power vehicle listings on both the New Car Center and Used Car Center at NADAguides.com, and will provide the ability for visitors to list their cars for sale using AutoTrader.com's Sell Your Car feature. NADAguides.com is now the premier vehicle pricing source at AutoTrader.com and will be integrated into all key areas of AutoTrader.com relevant to buying and selling cars. When consumers list their vehicles on AutoTrader.com, they'll have access to NADAguides.com used car pricing and when shoppers are looking for used cars to purchase, they can instantly access NADAguides.com vehicle pricing as part of their research process.

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

"Our partnership with NADAguides.com, a trusted resource for anyone searching for a vehicle, will continue to build our consumer brand and bring additional value to our more than 40,000 dealer customers," said Chip Perry, AutoTrader.com's President and Chief Executive Officer. "NADAguides.com has been a valuable partner for many years and we're thrilled to expand our integration and provide our dealers with direct access to NADAguides.com's audience of more than 3 million monthly in-market car shoppers."

"The NADAguides.com and AutoTrader.com brands are two of the most trusted, well-known brands in the automotive industry," said Lenny Sims, Director of Operations, NADAguides.com. "Both organizations have a longstanding relationship. It makes perfect sense for us to create this partnership to provide car buyers and sellers with the most comprehensive vehicle services available on the Internet today."

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 2.8 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 10 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.

About NADAguides.com

N.A.D.A. Appraisal Guides (NADAguides.com) is the world's largest publisher of vehicle valuations and specification information for new and used cars, trucks, vans, and SUVs, as well as van conversions, limousines, classic and collectible cars, boats, RVs, motorcycles, snowmobiles, personal watercraft and manufactured housing. The company's consumer website, NADAguides.com (www.NADAguides.com), offers a variety of new and used vehicle services in addition to valuation information. Throughout its 72-year history, N.A.D.A. Appraisal Guides has earned the reputation as the recognized authority for vehicle valuations. Its website, NADAguides.com, is the most comprehensive vehicle information resource on the Internet today.

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