AutoTrader.com Continues Television Advertising Blitz with Largest Ever Cable Buy

Nearly 600 spots on hit shows such as "Friends" and "Law & Order" to air from mid-April through August

AutoTrader.com, the world's largest automotive marketplace, today announces its largest ever cable television buy. AutoTrader.com's popular and award-winning ads will appear in nearly 600 spots on television's most popular sitcoms, movies and stations all spring and summer -- ensuring AutoTrader.com reaches its key in-market audience throughout the peak of the car buying and selling season.

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

Programming included in the ad buy consists primarily of prime time slots on stations that include TBS, TNT, USA, Lifetime and Nick at Nite. Shows on the list include "Friends," "Everybody Loves Raymond," "Law & Order," and "The Cosby Show."

"Having a dominant media presence on all the hottest stations puts us in the right place at the right time to reach our demographic," said Clark Wood, vice president of marketing, AutoTrader.com. "We drive traffic to our site and to the dealers who advertise with us."

AutoTrader.com continues to set and break traffic records to its site, currently reaching more than 8 million unique monthly visitors, who perform 50 million vehicle searches and view 100 million individual vehicles from a database of 2.4 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 2.4 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.

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