AutoTrader.Com Promotes Fred Prybol to General Manager, For Sale By Owner Advertising

AutoTrader.com, the world's largest automotive marketplace, today announced the appointment of Fred Prybol to General Manager, For Sale By Owner Advertising. In his new position, Prybol will work closely with both the AutoTrader.com For Sale By Owner Advertising team as well as the For Sale By Owner Advertising group at Trader Publications.

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

Prybol's is a seasoned sales strategist and leader who built AutoTrader.com's New Jersey sales district as well as took the South region to the top spot in many areas. Prybol's most recent position with AutoTrader.com was Regional Director of the South. Prybol will report to Joe George, chief product officer.

"Fred has been part of growing AutoTrader.com from a tiny start up to a robust, profitable, full-service classifieds marketplace," said George. "His dedication and sales expertise will ensure that our FSBO business continues to grow."

Replacing Prybol in the South region is Craig Hunt, who will move to Regional Director of the South from Regional Director of the Mid-Atlantic. Replacing Hunt in the Mid-Atlantic region is Roger Hilterbrandt, who has been promoted from Regional Sales Manager in the South region to Regional Director of the Mid-Atlantic.

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 2.6 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 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.

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