AutoTrader.com Continues Exclusive Partnership With ABC's 'Monday Night Football'

Postgame Show, ESPN's 'NFL Live' show, Wild Card games included in deal

AutoTrader.com, the world's largest automotive marketplace and consumer information website, today announces its continued sponsorship of ABC's "Monday Night Football." The deal includes airing of AutoTrader.com's popular spots during games and exclusive sponsorship of the postgame report following every "Monday Night Football" game.

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

Additionally, on September 8, 2005, AutoTrader.com will debut its new commercial spot. The spot marks a new direction for the company and includes messages aimed at both buyers and sellers. This extends AutoTrader.com's aggressive bid - which started with a summer TV campaign - to draw ads away from newspapers to the online classifieds company.

"We've had great success reaching key audiences with 'Monday Night Football' for the past two years and are looking forward to airing our new ad this season," said Clark Wood, vice president of marketing, AutoTrader.com. "The show has strong appeal to both men and women and builds upon our large audience of serious car shoppers across the country."

The postgame report, created especially for AutoTrader.com, features on- the-field commentary. Throughout the season, ESPN's "NFL Live" will feature AutoTrader.com spots and an AutoTrader.com sponsored "Drive of the Week." AutoTrader.com will also sponsor the widely watched Wild Card playoff games in the postseason.

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 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.

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PRN Photo Desk,photodesk@prnewswire.com

SOURCE: AutoTrader.com

CONTACT: Louise Barr of AutoTrader.com, +1-404-843-5943, or louise.barr@autotrader.com

Web site: http://www.autotrader.com/
