

AutoTrader.com Becomes Title Sponsor for the Fourth Season of ESPN's Highly-Rated 'DRIVE' Series

AutoTrader.com DRIVE First ESPN Airing February 18th, at 6pm ET

AutoTrader.com, the ultimate automotive marketplace, today announces it is the new title sponsor for the highly-rated "DRIVE" series (formerly "Road Trip to the Auto Shows"), produced for ESPN and now in its fourth season. The shows will feature highlights of the 2006 LA, Detroit, Chicago and New York auto shows and will begin airing on ESPN February 18, 2006 at 6 p.m. ET.

(LOGO: <http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO>)

The show has taken on a new moniker to represent the exciting changes in this season's coverage. With a combined 132 new vehicle introductions at the four shows, "AutoTrader.com DRIVE" will serve as television's premier automotive showcase. Produced by High Impact Television (HIT), "AutoTrader.com DRIVE" will capture all the excitement at each of the auto shows, giving ESPN viewers an inside look into the nation's most important auto show events, including sneak peeks at the newest vehicles, expert test drives and custom aftermarket products.

Now in its fourth season, ESPN brings back popular TV host, veteran automotive expert and former Motor Trend editor-in-chief, C. Van Tune. Tune brings over 20 years of automotive expertise to ESPN viewers.

"As a long-time AutoTrader.com junkie, I am really excited about our new partnership; AutoTrader.com is my number one destination on the Internet when I shop for a car," said C. Van Tune, host of AutoTrader.com "DRIVE." "And, because I typically buy four to five cars a year (and advise my TV and radio audience on new models daily) I utilize their excellent site resources virtually every day."

"This partnership with the 'DRIVE' series really connects us to our key audience and gives consumers exciting and timely coverage of new vehicles, custom aftermarket products and more," said Scott Tracy, director of strategic marketing, AutoTrader.com. "AutoTrader.com will now have a great opportunity with each show to reach consumers and drive traffic to our site's nearly 3 million vehicles."

About High Impact Television

High Impact Television (HIT), located in Newport Beach, Calif., is a multimedia production company specializing in the automotive, technology and toy industries. HIT produces ESPN's "DRIVE" from the Detroit, Los Angeles, Chicago and New York Auto Shows. For more information on High Impact Television, please visit: <http://www.highimpact.tv/>

About AutoTrader.com

AutoTrader.com, created in 1997 and headquartered in Atlanta, Ga., is the Internet's leading auto classifieds marketplace and consumer information Web site. 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 11 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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