AutoTrader.com's Traffic Hits All-Time High

Site Usage Stats Confirm Success of Nationwide Marketing Commitment

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AutoTrader.com, the world's largest automotive marketplace, saw traffic numbers dramatically increase in January after continued month over month growth. Unique visitors hit an all time high of more than 9.6 million, up 31 percent over December. Additionally, sessions were up 29 percent and page views up 23 percent. Also significant is that searches of certified pre-owned vehicles were up 56 percent in the same time period.

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

"Our continued relationships with properties such as Monday Night Football and NCAA, our new partnership with Yahoo! Autos and our ongoing commitment to nationwide advertising keep AutoTrader.com top of mind for consumers," said Clark Wood, vice president of marketing, AutoTrader.com. "Our new Power Search consumer search feature also gives visitors a more flexible and powerful way to find a car on the site and demonstrates our commitment to consumer satisfaction."

AutoTrader.com's partnership approach to repeatedly reach its target audience through a variety of media reinforces AutoTrader.com's brand. The company has partnerships with online brands Yahoo! Autos, AOL, Edmunds.com, Univision.com and the Internet Broadcasting Systems Network of Sites (IBS), bringing increased exposure to all its 2.6 million vehicle listings from 40,000 dealers and 250,000 private owners.

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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