

AutoTrader.com Teams With ABC's 'Monday Night Football' And ESPN In Sponsorship Of NFL

'Monday Night Football' on ABC, 'NFL Live' on ESPN2 and 'Sunday Night Football' on ESPN Included In Buy

AutoTrader.com, the world's largest automotive marketplace, today announces its biggest NFL package in the history of the company. AutoTrader.com will team up with the NFL for a planned broadcast sponsorship of "Monday Night Football" on ABC as well as "NFL Live" on ESPN2 and "Sunday Night Football" on ESPN. During pre-, regular and post-season games, from August 4 to January 3, AutoTrader.com will air its popular "whoosh," "buddies" and "shelves" spots.

In a "Monday Night Football" first, the program will conclude with a post-game show. The exclusive entitlement was created especially for AutoTrader.com. The "AutoTrader.com Monday Night Football Post Game Show," airing from August 4 to December 22, runs three minutes of on-the-field commentary by John Madden, Al Michaels and Lisa Guerrero. A total of twenty post-game shows will run. In the post season, AutoTrader.com will sponsor widely watched Wild Card playoff games.

The "The Drive of the Week presented by AutoTrader.com," a customized in-show feature, will air on "NFL Live" on ESPN2. AutoTrader.com will also have placements on "NFL Live" and on "Sunday Night Football" on ESPN, ensuring brand exposure to millions of viewers in the key online car-buying demographic.

"We're pleased to show our ongoing commitment to national marketing through our affiliation with household names such as ABC's 'Monday Night Football' and ESPN," said Clark Wood, vice president of marketing and national accounts, AutoTrader.com. "These televised football sponsorships build nationwide awareness and keep AutoTrader.com top of mind."

AutoTrader.com has consistently employed broadcast sponsorships with sports organizations such as the NFL, MLB, the NBA, NCAA basketball and NASCAR. As a result of AutoTrader.com's tremendous brand recognition, the company has set and broken traffic records to its site, reaching more than 7.5 million unique monthly visitors who conduct more than 30 million vehicle searches per month from a database of 2.2 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 2.2 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 7 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 Auctions, Inc., the world's largest operator of wholesale auto auctions since 1945. Manheim Auctions, a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., is 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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