

AutoTrader.com Partners With Lifetime To Award \$10,000 Towards the Purchase of a Vehicle

Automotive marketplace hosts network's website auto Buying Guide

AutoTrader.com, the smarter place to buy and sell a car, will award \$10,000 towards the purchase of a vehicle found on its website to the grand prize winner of LifetimeTV.com's "Smart Wheels Sweepstakes." The sweepstakes will run through July 1 and is an element of AutoTrader.com's 2006 media partnership with Lifetime.

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

The television network will also host "Be a Smart Car Buyer" presented by AutoTrader.com on its website through the end of July. Both the sweepstakes and online car buying guide are designed to target Lifetime's female-skewed audience. Lifetime has produced 15-second television vignettes, which the network will air throughout its June programming, to further publicize the sweepstakes.

"The Smart Wheels Sweepstakes is an interactive way to share all the information we provide on AutoTrader.com with our rapidly-growing consumer audience," said Clark Wood, vice president of marketing, AutoTrader.com. "Our partnership with Lifetime is a key initiative within our campaign to drive consumers to AutoTrader.com to learn about the best way to research, compare and buy and sell cars."

AutoTrader.com's affiliation with Lifetime is a component of the automotive site's biggest media campaign in company history. The multimillion dollar campaign extends across 11 networks and will feature over 1,900 television spots throughout the summer.

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 3 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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