AutoTrader.com Partners With NBA and TNT To Award $25,000 Towards the Purchase of a Vehicle

TNT's "Inside the NBA" hosts to compete for $10,000 Charitable Contribution

AutoTrader.com, the ultimate automotive marketplace, will award $25,000 towards the purchase of a vehicle on its website to the grand prize winner of the "Drive to the Finals Presented by AutoTrader.com" fantasy game, hosted by NBA.com. The game will also be featured on TNT's "Inside the NBA" and show hosts Charles Barkley, Kenny Smith and Ernie Johnson will compete for a $10,000 gift to their favorite charity.

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

Visitors of NBA.com will be invited to participate in the fantasy game and will be asked to select one NBA player each night, throughout the first three rounds of the playoffs, they think will be the evening's top performer. One grand prize will be awarded and the contest will also include weekly prizes.

"We're excited to be a part of the NBA's grand stage -- the playoffs -- and TNT's marquee sporting event of the year," said Clark Wood, vice president of marketing, AutoTrader.com. "Assisting one of our customers with the purchase of a vehicle, while also supporting a charitable cause only adds to our enthusiasm around this program!"

To generate further interest around the Drive to the Finals game, AutoTrader.com will air television spots throughout the NBA playoffs and will also present the "Playoff Fantasy Report" on TNT at NBA.com.

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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