AutoTrader.com Reports 15% Increase in August Traffic

Multi-media marketing programs drive consumers to site

AutoTrader.com, the smarter place to buy and sell a car, saw its consumer traffic increase 15% in August over last year's monthly traffic. In addition, the company continued to see consecutive months of year over year traffic growth January through August, 2006.

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

AutoTrader.com attributes the increase in its visitors to the combination of its online and offline multi-media marketing programs, including promotions with TNT's Nightmares & Dreamscapes, Lifetime's online car Buying Guide, MTV's Pimp My Ride, and Fox Sports Net's The Best Damn Sports Show Period. AutoTrader.com also sponsored the ESPN SportsCenter NFL Draft Special and NBA Playoffs on TNT earlier in the year.

"Our integrated marketing programs helped lead an August company record of nearly 12 million visitors to our site," said Chip Perry, president and chief executive officer, AutoTrader.com. "As the height of the car-shopping season draws to a close, more people continue to turn to AutoTrader.com as their shopping resource."

AutoTrader.com also saw growth in the site's inventory in August. Each day, over 3 million vehicles were listed on the site, an increase of more than 21% compared to August, 2005.

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 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 ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

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PRN Photo Desk,photodesk@prnewswire.com

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CONTACT: Louise Barr of AutoTrader.com, +1-404-568-5943, or Louise.Barr@autotrader.com

Web site: http://www.autotrader.com/
