

AutoTrader.com Sweepstakes Offers Chance at \$50,000 for the Car of Your Dreams

ATLANTA, March 9 /PRNewswire/ -- [AutoTrader.com](#) wants to give one lucky winner \$50,000 toward the purchase of a car on AutoTrader.com and test your knowledge of brands with the online Match It game.

The online [Match It](#) game is a fun and addictive brain teaser that has players match auto maker logos. Players click on game panels to reveal and match the logos while the clock ticks down. Players then play a bonus round where they match AutoTrader.com slogans as they scroll up with the same slogans on a game board. Throughout the game, players are encouraged to enter the [sweepstakes](#) for \$50,000 towards the purchase of a [new](#), used or [certified pre-owned](#) car on AutoTrader.com. Visitors to the game site do not have to play the game to enter and there is no purchase necessary to enter. See official rules at [www.autotrader.com/win](#).

"We've created a high energy, interactive experience that entertains and excites while giving people a chance to win a pretty big prize!" said AutoTrader.com Director of Sponsorships and Promotions Don Dixon.

The online game and sweepstakes runs until December 31, 2009 and a winner of the sweepstakes will be announced in early 2010.

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 about 3.5 million [new cars](#), [used cars](#) and [certified pre-owned cars](#) from 40,000 dealers and 250,000 private owners and the site attracts about 14 million unique monthly visitors. Through innovative merchandising functionality such as multiple photos, videos, detailed descriptions and comprehensive research and compare tools, AutoTrader.com unites new and used car buyers and sellers online to improving the way people research, locate and advertise vehicles. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. The venture capital firm Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit [www.autotrader.com](#).

SOURCE: AutoTrader.com

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

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