'SEINFELD' and AutoTrader.com Sweepstakes Aim to Give One Lucky Winner up to $25,000 Toward Purchase of a Car

Jerry's "Smelly Car" or Kramer's Rickshaws or Newman's Milk Truck may not be available, but one lucky grand prize winner will receive up to $25,000 toward the purchase of a new or used vehicle listed for sale on AutoTrader.com, plus chances to win SEINFELD prize packs in the "Drive Away With SEINFELD" sweepstakes. The "Drive Away With SEINFELD" sweepstakes, which runs through April 17, is a promotional partnership with Sony Pictures Television and AutoTrader.com.

At the sweepstakes web site, www.SEINFELD.com/AutoTrader visitors can browse through a gallery of cars featured in various SEINFELD episodes and check out SEINFELD trivia before entering the sweepstakes. Please visit www.SEINFELD.com/AutoTrader for sweepstakes rules and entry. The sweepstakes winner will be announced in May.

"We're looking forward to helping one lucky 'SEINFELD' fan buy the car of their dreams through AutoTrader.com," said Don Dixon, AutoTrader.com director of sponsorships and promotions.

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.

About Sony Pictures Entertainment

Sony Pictures Television is one of the television industry's leading content providers. It produces and distributes programming in every genre, including series, telefilms, theatrical releases and family entertainment around the world and for every platform: broadcast and cable television, first-run and off-network syndication and digital distribution. In addition to one of the industry's largest libraries of feature films and television shows, SPT boasts a current program slate that includes the top-rated daytime dramas and game shows, landmark off-network series, original animated series and critically acclaimed primetime dramas, comedies and telefilms. SPT is also a leader in the field of international television production with over 9,000 hours of programming in 13 local languages in over 30 countries. To better serve its clients and partners worldwide, SPT maintains offices throughout the world, including Argentina, Australia, Brazil, Canada, France, Germany, Hong Kong, Hungary, India, Italy, Japan, Korea, Mexico, the Netherlands, the People's Republic of China, Russia, Singapore, Spain, Venezuela and the United Kingdom. SPT's worldwide television networks portfolio is a key strategy in SPE's long-range commitment to the global marketplace, with over 50 networks in more than 130 countries reaching almost 400 million households worldwide. SPT also creates original content for and manages SPE's premium video website, Crackle. Additionally, SPT is a part owner of cable channel GSN, FEARnet, the premier horror/thriller website and VOD service, and national media sales company ITN Networks, Inc. SPT advertiser sales is one of the premiere national advertising sales companies, handling the commercial inventory in SPT's syndicated series as well as in all of SPE's digital businesses in the United States, for Sony Music Entertainment

and for the Tennis Channel. SPT (www.sonypicturestelevision.com) is a Sony Pictures Entertainment company.

CONTACT: Mark Scott, +1-404-568-7905, cell: +1-404-435-2047, mark.scott@autotrader.com

---

https://press.autotrader.com/news-releases?item=66765