Southern California Man Wins $25,000 Toward a New Car in Seinfeld- AutoTrader.com Sweepstakes

VAN NUYS, Calif., Aug. 19 /PRNewswire/ -- For one fan of the television program "Seinfeld," a perennial favorite in syndication, the show offered more than a few laughs. As winner of the "Drive Away with Seinfeld Sweepstakes," Chatsworth, Calif., resident Ronald Bernheim won $25,000 toward the purchase of a new car listed for sale on AutoTrader.com.

He will take delivery of the car he purchased during a ceremony at 2:30 p.m. today, Wednesday, August 19, at Miller Infiniti (5455 Van Nuys Blvd., Van Nuys, Calif. 91405). With his winnings, he purchased a brand new Infiniti G37 at Miller Infiniti.

Bernheim will be joined at the ceremony by Alisha Malek, AutoTrader.com major accounts advertising consultant, and Roger Baghdasarians, sales representative with Miller Infinity.

The "Drive Away With Seinfeld Sweepstakes," ran from March 16 through April 17 of this year. Participants registered for the sweepstakes by going to www.seinfeld.com/autotrader and answering questions about Seinfeld episodes. More than 188,000 people entered the contest from across the country.

The sweepstakes was promoted with television ads in major U.S. television markets and through ads on the Seinfeld website. Sweepstakes winner Bernheim saw an ad for the contest while visiting the Seinfeld site.

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 million new cars, used cars and certified pre-owned cars from thousands of auto dealers and private sellers 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.

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