AutoTrader.com Tips Off NBA on TNT Partnership With Second AutoTrader.com Open Outdoor NBA Game

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ATLANTA, Oct. 9 /PRNewswire/ -- The Phoenix Suns and AutoTrader.com, in collaboration with the NBA and TNT, team up again this year for the "AutoTrader.com Open" outdoor NBA pre-season game. The Suns will play the Golden State Warriors at Indian Wells Tennis Garden in Indian Wells, Calif., on Saturday, Oct. 10 at 6:30 p.m. (Pacific Standard Time).

In its second year, with AutoTrader.com as the sole title partner, the AutoTrader.com Open is expected to sell out again and will be broadcast exclusively on TNT. The event marks the tip-off of AutoTrader.com's 2009-10 NBA on TNT partnership.

"We continue to be pleased with the brand-building and traffic-driving success we've had working with the NBA and TNT and are excited about tipping off the season with this high-profile event," said AutoTrader.com Chief Marketing Officer Clark Wood.

The AutoTrader.com Open offers AutoTrader.com a variety of branding elements, including center court title partner recognition. Other on-air and in-venue branding includes AutoTrader.com's logo printed on tickets to the event, additional signage inside and outside the venue, custom broadcast commercial break wipes and rejoins, commercial spots during the game broadcast and branding on the NBA on TNT *Tip-Off* Show courtside booth prior to the game.

"Everyone who watches this game will see AutoTrader.com's name and hear the message that AutoTrader.com is the Ultimate Automotive Marketplace," said Wood.

In support of its season-long NBA partnership, AutoTrader.com will again serve as the presenting partner of the *NBA Tip-Off* pre-game show on TNT and as the presenting partner of NBA TV's pre-game show.

As part of its presenting partnership of *NBA Tip-Off* on TNT, Ernie Johnson will continue to host the show from behind the AutoTrader.com desk, alongside popular NBA analysts Charles Barkley and Kenny Smith.

In addition to pregame and on-court exposure, AutoTrader.com will be a prominent commercial advertiser during NBA broadcasts on TNT and NBA TV throughout the season. The TNT studio show airs regularly throughout the NBA season on Thursday evenings, while the NBA TV studio show will air multiple nights a week throughout the regular season.

AutoTrader.com's partnership with the NBA will include a significant presence during marquee league events, including NBA All-Star 2010 and the NBA Playoffs. Also, AutoTrader.com will again be the presenting partner of the "Drive to The Finals" fantasy game on NBA.com during the NBA Playoffs. The winner will receive $25,000 toward the purchase of a vehicle listed on AutoTrader.com. AutoTrader.com will also be the presenting partner of the "Player Stats Comparison" on 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 millions of new cars, used cars and certified pre-owned cars from thousands of auto dealers and private owners. The site attracts about 15 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 the NBA

The NBA, founded in 1946, is a global sports and entertainment brand that features 30 teams in the United States and Canada. During the 2008-09 season, NBA games reached 215 countries and territories in 41 languages. The league's worldwide reach was also reflected in the 77 international players from 33 countries and territories on NBA rosters. NBA merchandise is sold in more than 100,000 stores in 100 countries on six continents. NBA.com averages more than five million daily visits, with more than 50 percent of the site's visitors coming from outside of North America. Through NBA Cares, the league, its teams and players have donated more than $110 million to charity, provided more than one million hours of hands-on service to communities around the world, and created more than 425 places where kids and families can live, learn, or play.

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