NASCAR.COM Teams with High Gear Media for Interactive Automotive Shopping Guide

NASCAR.COM Section Sponsored by AutoTrader.com Blends Leading Editorial Content, Information and Auto Inventory for New Car Shopping Experience

ATLANTA – January 19, 2010 – AutoTrader.com raised $40,405 for St. Jude Children's Research Hospital through a campaign the auto marketplace ran through its private seller section during the 2009 holiday season.

From November 16 through December 31, visitors to AutoTrader.com who purchased an advertisement to sell a vehicle on AutoTrader.com had the opportunity to donate $5 to St. Jude as they purchased the ad. People making a donation with their purchase of an ad received an additional six photos for their ad at no extra cost. For those who did not want to make a donation, they had the opportunity to opt out and purchase an ad without the donation or extra photos. More than 8,000 individuals chose to make a donation and one hundred percent of the $40,405 raised will go directly to St. Jude, one of the world's premier centers for the research and treatment of pediatric cancer and other catastrophic diseases.

Visitors to AutoTrader.com wishing to donate more could contact St. Jude directly through phone, email and web information provided on AutoTrader.com or by clicking on one of numerous display ads promoting St. Jude that ran on AutoTrader.com during the promotion. These display ads throughout the site provided additional information about the hospital and profiles of St. Jude patients.

"All of us really believe strongly in the mission of St. Jude and wanted to take our involvement and support of this terrific organization to the next level," said Melanie Kovach, AutoTrader.com senior director and general manager of private seller advertising. "A little really does go a long way. Each dollar donated helps in St. Jude's fight to find cures for cancer and other deadly childhood diseases so that children in communities everywhere will have a second chance at life. Coupled with what AutoTrader.com donates as a company, we are making a difference for the patients and families counting on St. Jude."

Since 2002, AutoTrader.com has supported St. Jude through a variety of channels and initiatives, including:

- AutoTrader.com has hosted more than 200 golf tournaments across the country benefiting St. Jude. These tournaments have raised more than $1 million for the research hospital.
- AutoTrader.com employees volunteer about 4,000 hours per year on St. Jude fundraising projects, including staging and hosting charity golf tournaments, working directly with the hospital in Memphis, Tenn., and participating in the St. Jude Give thanks. Walk.
- St. Jude has been a charity of choice for the AutoTrader.com employee giving campaign for the past four years.
- In 2009, for each dealer survey an AutoTrader.com dealer customer completed, AutoTrader.com donated $1 to St. Jude. This program resulted in approximately $4,000 donated to St. Jude.

"We are thrilled that AutoTrader.com expanded their partnership to support St. Jude in this way," said Kristine Templin, senior director, corporate partnerships at ALSAC, the fundraising organization of St. Jude. "Their dedication makes a difference in the lives of so many children and their families and will enable us to carry on our mission that no child should die in the dawn of life."

For more information about the benefits for individuals of advertising a car for sale on AutoTrader.com or to purchase a private seller advertisement, click on the "Sell You Car" tab on AutoTrader.com.

About St. Jude

St. Jude Children's Research Hospital is internationally recognized for its pioneering work in finding cures and saving children with cancer and other catastrophic diseases. St. Jude is the first and only pediatric cancer center to be designated as a Comprehensive Cancer Center by the National Cancer Institute. Founded by late entertainer Danny Thomas and based in Memphis, Tenn., St. Jude freely shares its discoveries with scientific and medical communities around the world. St. Jude is the only pediatric cancer research center where families never pay for treatment not covered by insurance. No child is ever denied treatment because of the family's inability to pay. St. Jude is financially supported by ALSAC, its fundraising organization. For more information, please visit www.stjude.org.

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.

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