AutoTrader Classics Launches Multi-Prong Campaign to Drive Classic Car Enthusiasts Towards Print Publications, Retail Outlets

ATLANTA – August 25, 2010 –AutoTrader Classics, the nation's leading online and print resource for car collectors and classic car enthusiasts, is launching a multi-prong campaign on August 30 to reach consumers and bring awareness to the company's print publications in retail locations. The campaign is aimed at driving classic car enthusiasts to retail locations across 17 local markets to pick up their copies of the AutoTrader Classics publications *Classic Cars & Parts; Kustoms and Hot Rods; Mustang® & Ford®; Corvette® & Chevy®; Deals on Wheels ®; and Truck, Race* and *Repairable® Marketplace.*

The focus of the new "Fuel Your Passion" campaign is a 30-second broadcast television spot that creatively highlights AutoTrader Classics magazines' availability at retail locations, including local convenience stores and Barnes & Noble and 7-Eleven locations. The commercial features classic show cars that were used in several major motion pictures and high energy music and compelling visuals that highlight the retail availability of the magazines.

The spots will run on ESPN, ESPN2, Spike and FX from the end of August through mid October. These cable networks were chosen because their viewer demographics offer audiences with a high likelihood of being interested in classic cars and the AutoTrader Classics offerings.

"With over 25 years of publishing experience, AutoTrader Classics has become a trusted name in the collector car hobby," said Rob Huting, AutoTrader Classics General Manager. "We want people to know that not only is AutoTrader Classics the leading online destination for classic cars, but also in print publications as well. Classic car enthusiasts who see these ads will know they can go to their local convenience store or magazine retailer for these magazines."

In addition to broadcast, AutoTrader Classics will launch the "Power Up Your Classic $500 Sweepstakes" to support the broadcast campaign. The sweepstakes advertisement will run in AutoTrader Classics publications *Classic Cars & Parts; Kustoms and Hot Rods; Mustang® & Ford®; Corvette® & Chevy®; Deals on Wheels ®; and Truck, Race* and *Repairable® Marketplace.* The promotion will run now through October 31, 2010. All entries must be postmarked by October 31 and received no later than November 5. Ten winners will be awarded a $500 gift card. The winner will be selected at random by AutoTrader Classics and will be notified shortly after the contest concludes. To read the full official contest rules, please see the rules located on the AutoTrader Classics website: www.AutoTraderClassics.com/Rules.

"The integrated campaign will reinforce brand awareness and increase our influence in the classic car market," said Huting. "Our goal is be top of mind for collector car enthusiasts in both on-line and print."

About AutoTrader Classics

AutoTrader Classics, launched in 2008 and headquartered in Atlanta, Ga., is the Internet's leading automotive classifieds marketplace dedicated to the classic vehicle sector, with more than 20,000 listings of classic cars and trucks, as well as parts for those vehicles. Utilizing the same innovative merchandising functionality as found on AutoTrader.com, AutoTrader Classics unites classic car enthusiasts with the vehicle of their dreams. In addition to the online marketplace, AutoTrader Classics also produces a series of print publications designed to inform and entertain classic car enthusiasts and collectors. For more information, please visit www.autotraderclassics.com.

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