Christmas Comes Early for One Illinois Woman Through AutoTrader.com's King of the Road Sweepstakes

Peru, Ill. Resident Won $25,000 Toward the Purchase of a Vehicle Listed on AutoTrader.com

PERU, ILL. – December 21, 2010 – The television show "The King of Queens," a perennial favorite in syndication, offered more than a few laughs for Peru, Ill., resident Cindy Daigle. As the winner of the "King of the Road Sweepstakes," Daigle won a King of Queens prize pack and $25,000 toward a vehicle of her choice on the AutoTrader.com site.

In partnership with Sony Pictures Television, AutoTrader.com initiated a national The King of Queens sweepstakes called the "King of the Road," which ran from May 3 through May 31 of this year. To enter, participants got a key word of the day that was displayed during each episode and filled out the entry form at www.thekingofqueens.com/autotrader.

More than 204,000 people from across the country entered the sweepstakes, and one grand prize winner was randomly selected from all entrants. The grand prize included a King of Queens prize pack and $25,000 toward a vehicle listed for sale on AutoTrader.com.

As the grand prize winner, Daigle selected a Ford F-150 from her local Ford dealership—Shimmer Ford on Shooting Park Road—at the end of November. Shimmer Ford sales manager, Dave Kutter, was on hand to help Daigle with the purchase.

About AutoTrader.com

Atlanta-based AutoTrader.com, created in 1997, is the Internet's ultimate automotive 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 sellers and is a leading online resource for auto dealers, individuals and manufacturers to advertise and market their vehicles to in-market shoppers. The company also provides a robust suite of software tools for dealers and manufacturers to help them manage and market their vehicle inventory and display advertising on the Internet. AutoTrader.com continues to grow key business metrics, including revenue, profitability and site traffic. Today, AutoTrader.com attracts more than 15 million unique monthly visitors who utilize the site to review descriptions, photos and videos of vehicles for sale; research and compare vehicles; review pricing and specials; and read auto-related content like buying and selling tips and editorial coverage of major auto shows and automotive trends. AutoTrader.com operates two other auto marketing brands, AutoTraderClassics.com and AutoTraderLatino.com. AutoTrader.com also owns used vehicle management software company vAuto and vehicle information and valuation company Kelley Blue Book. AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Providence Equity Partners is a 25 percent owner of the company and Kleiner Perkins Caufield & Byers is also an investor. For more information, please visit www.autotrader.com.

###