

## **AutoTrader.Com and Internet Broadcasting Launch Online 'Trade Up Your Car' Sweepstakes Winner to Receive \$5000 Toward The Purchase Of A Car!**

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AutoTrader.com, the #1 online automotive classified advertising company in the U.S., and online news innovator Internet Broadcasting announce an interactive sweepstakes called "Trade Up Your Car."

(Logo: <http://www.newscom.com/cgi-bin/prnh/20031021/AUTOLOGO>)

"Trade Up Your Car" gives visitors to Internet Broadcasting's TV station web sites the chance to win \$5,000 toward the purchase of a car on AutoTrader.com. Participants are directed to search through AutoTrader.com's wealth of used and certified pre-owned listings by going directly to [www.autotrader.com](http://www.autotrader.com) from Internet Broadcasting's sites or through an entry page hosted by Internet Broadcasting. After choosing a car, participants record the Vehicle Identification Number (VIN) and enter it on the co-branded sweepstakes page for a chance to win.

"Partnering with Internet Broadcasting has given further exposure to our nearly three million vehicle listings," said Clark Wood, vice president of marketing, AutoTrader.com. "This sweepstakes is a great way for additional in- market shoppers to learn how to use our site and search for their perfect car."

AutoTrader.com has been featured on Internet Broadcasting's TV station web sites, in the Automotive Channel, powering their used and certified pre-owned (CPO) vehicle listings for more than two years.

"Our consumers visit our sites for relevant news and information that affects their daily lives. AutoTrader.com compliments our content by providing local used car listings to the 600,000 monthly visitors of our Automotive Channel," said Clayton Rose, Internet Broadcasting's vice president of business development. "This promotion allows us to engage our consumers even more by leveraging our company's experience and innovation in producing creative, customized sweepstakes for our valued partners."

Internet Broadcasting will randomly select the winner. The contest will run through November 28, 2005, and the winner will be contacted directly.

### **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 more than 2.8 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 10 million qualified buyers each month. Through innovative merchandising products such as multiple photos and comprehensive search functionality, AutoTrader.com unites buyer and seller online -- dramatically improving the way people research, locate and advertise vehicles.

AutoTrader.com is a majority-owned subsidiary of Cox Enterprises. Other investors include Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers.

### **About Internet Broadcasting**

Internet Broadcasting is the first-ever national platform of TV station web sites. The company produces 73 sites for America's premier broadcasters: NBC, Cox Broadcasting, Hearst-Argyle, The McGraw Hill Companies, Post-Newsweek, Scripps Howard, and Capitol Broadcasting Company. With over 12 million monthly visitors, over 500 million monthly page views, and the #1 TV station web site in 18 of the top 25 markets, Internet Broadcasting is one of the nation's largest online news sources. The company is headquartered in Minneapolis with offices in New York, Chicago, San Francisco, and Los Angeles. For more information, visit [www.ibsys.com](http://www.ibsys.com).

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