

## **AutoTrader.com Launches 'NEWLY LISTED' Indicator Allows consumers to identify most recently listed vehicles on site**

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AutoTrader.com, the smarter place to buy and sell a car, today announced the launch of its Newly Listed Indicator feature. This feature provides consumers an easy way to identify the cars that have most recently been listed for sale among the over 3 million vehicles listed on the site.

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

Vehicles that are newly listed on AutoTrader.com -- within the past seven days at the time of a consumer's visit to the site -- will now be accompanied by a green highlighted callout display that reads "NEWLY LISTED" in the upper left-hand corner of the vehicle ad on the search results page of the website. When a user hovers the icon over the "NEWLY LISTED" display, an on-screen message appears with an additional explanation reading, "Newly Listed -- Listed within the past 7 days." The indicator is always associated with the listing seller of the vehicle and will be displayed for both new dealer-listed vehicles and for-sale-by-owner listed cars.

"The newly listed indicator was designed with our consumers in mind as an additional resource to further assist them with their decision-making process while shopping for a car on our site," said Jim Franchi, director of product management, AutoTrader.com. "Consumers can now more easily identify newly listed vehicles that match their car-shopping search criteria on each return visit to the site."

The function -- the first in a series of search enhancements planned for the website by the end of the year -- can be used in tandem with another recent AutoTrader.com consumer offering, MyAutoTrader.com. My AutoTrader.com provides easy and convenient personalization of the car-shopping process by allowing users to save searches and specific vehicles that match search criteria. The Newly Listed Indicator will further assist users of the My AutoTrader.com function to customize their search process by identifying updated inventory on subsequent visits to the site.

### 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 3 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting more than 11 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.

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