AUTOTRADER.COM ANNOUNCES CLOSING OF KELLEY BLUE BOOK AQUISITION

ATLANTA– December 15, 2010 – AutoTrader.com, the Internet's leading automotive marketplace and consumer information website, announced today the completion of its transaction to acquire Kelley Blue Book, www.kbb.com the leading provider of new-car and used-car information.

As announced previously, AutoTrader.com strongly believes in and will be maintaining Kelley Blue Book's independent and unbiased position in the marketplace. Furthermore, AutoTrader.com is committed to maintaining and strengthening Kelley Blue Book's role as The Trusted Resource® for vehicle valuation and other important information consumers, dealers, manufacturers, financial and governmental institutions rely upon.

"Kelley Blue Book has a wonderful history as an iconic brand and trusted provider of vehicle information to generations of car buyers and sellers," said AutoTrader.com President and CEO Chip Perry. "As we look into the future we believe that together, AutoTrader.com and Kelley Blue Book can bring a host of new technologies and tools to market that will significantly improve the car shopping process for consumers and help auto dealers and manufacturers better capitalize on the fundamental marketing efficiencies provided by the Internet."

With innovative marketing tools and one of the largest audiences of in-market auto shoppers on the Web, AutoTrader.com has become a leading resource for auto dealers and manufacturers to present their vehicles for sale and influence shopper and buyer behavior via highly targeted and cost effective online advertising. For the auto shopper, AutoTrader.com offers a wealth of research-and-compare functions, search tools and inventory of cars for sale, all of which allows car shoppers to find the perfect car to meet their individual needs.

Kelley Blue Book, founded in 1926, launched its top rated website in 1995 and is now a leading provider of new- and used-vehicle pricing information to the auto industry. The company provides its values to dealers, banks, finance and insurance companies nationwide on a weekly basis. In the last few years, the company implemented a new multi-million dollar, state-of-the-art vehicle information management system, positioning the company to deliver the best market insights in the auto industry.

The finalized agreement, first announced on October 26, makes Kelley Blue Book a subsidiary of AutoTrader.com.

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. 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.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new- and used-vehicle information they need to accomplish their goals with confidence. The company's top-rated website, www.kbb.com, provides the most up-to-date pricing and values, including the Fair Purchase Price, which reports what buyers are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Website Usefulness Study, kbb.com is the most useful automotive information website among new- and used-vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Silver Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

###