



Autobytel and Edmunds Enter Settlement Agreement

Autobytel to license patented lead platform in exchange for Edmunds.com industry-leading multi-media website content

Irvine, Ca and Santa Monica, Ca – March 16, 2009 --Autobytel Inc. (Nasdaq: ABTL) and Edmunds.com, Inc. today announced that they entered into a settlement resolving Edmunds' declaratory judgment action (Edmunds Holding Company and Edmunds.com, Inc. v. Autobytel Inc.) filed against Autobytel in the U.S. District Court for the District of Delaware and relating to Autobytel's U.S. Patent Number 6,282,517 for lead technology ("517 Patent"). Although the case was recently dismissed by the court, the parties have entered into a settlement to avoid any further proceedings in this matter.

According to the settlement, Autobytel has granted to Edmunds a limited license to the '517 Patent and other existing Autobytel leads-related patents in exchange for the right to publish on Autobytel's family of websites a select assortment of Edmunds.com's industry-leading multi-media automotive content, including photos, editorial reviews, and articles. The agreement also provides for mutual releases of claims.

"We are happy to continue our long-standing relationship with Edmunds.com, a fellow pioneer in the automotive Internet," said Autobytel President and CEO Jeffrey Coats. "Edmunds.com's automotive information has long been valued for its ability to attract and retain in-market car buyers. The addition of this rich and multi-media content to our websites from what we consider to be the best source in the business – without the costly operations involved in creating it - furthers our core strategy of streamlining our internal operations, while at the same time focusing our website and lead generation efforts on attracting the highest quality, in-market car buyers – which we consider mission critical to help our dealers in the current economic environment."

"Autobytel and Edmunds.com have been marketing partners since the earliest days of the automotive Internet, and we are very pleased to have reached this settlement amicably and to our mutual benefit," said Edmunds.com CEO Jeremy Anwyl. "We are delighted to put this matter behind us and to continue doing business as we have for years."

About Autobytel Inc.

Autobytel Inc. ("Autobytel" or the "Company") is an automotive marketing services company that assists automotive dealers and manufacturers sell cars. By connecting consumers to automotive dealers and manufacturers through internet lead referral programs and on-line advertising, the Company provides automotive dealers and manufacturers with opportunities to efficiently market their vehicles to potential customers. The Company purchases from third party sites and generates from its owned websites consumer internet requests for pricing and availability for new and used vehicles as well as for vehicle financing (these consumer internet requests are referred to as "Leads"). The Company sells the Leads primarily to its automotive dealer and manufacturer customers. Leads are purchased from a network of supplier websites, such as Edmunds.com, AOL, Kelley Blue Book and Yahoo!. The Company owns consumer-facing automotive websites, including Autobytel.com®, Autoweb.com®, AutoSite.com®, Car.comsm, CarSmart.com®, CarTV.com®, and MyRide.com®, that provide consumers with information and tools to aid them with their automotive purchase decisions. In addition to advertising opportunities on its owned websites, the Company provides advertising opportunities for automotive manufacturers and other automotive advertisers through the Company's marketing network, which includes the automotive sections of third party co-branded websites operated by the Company, such as ESPN.com and the Company's AutoReach advertising network.

Contact:

Media Relations

Crystal Hartwell, 949.437.4755 crystalh@autobytel.com

Investor Relations

Crystal Hartwell, 949.437.4755 crystalh@autobytel.com

PondelWilkinson Inc. Roger Pondel/Laurie Berman, 310.279.5980 investor@pondel.co