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Autobytel to Team with Scripps for Automotive Content on Websites

Automotive Internet Company to Provide New and Used Vehicle Information

IRVINE, Calif.--(BUSINESS WIRE)-- Autobytel Inc. (Nasdaq: ABTL), the company dedicated to helping dealers and car buyers connect online, is pleased to announce its newly established relationship with The E.W. Scripps Company. Under the agreement, Autobytel® will provide automotive content for Scripps' television station websites. Currently, the Scripps television websites do not have automotive sections.

"Autobytel is delighted to provide automotive content for the Scripps stations' websites," said Jeffrey H. Coats, President and CEO, Autobytel Inc. "Working with Scripps, Autobytel will be expanding the distribution of our authoritative content related to researching, buying, owning and selling a vehicle, which is at the core of our consumer promise to be **Your Lifetime Automotive Advisor™**."

"This endeavor with Autobytel means more robust visual and video content on our sites for our visitors," said Brian Page, Scripps Director of Online Products. "Visitors come to our sites for their news and information and now we will be able to include in depth automotive information on a real-time basis."

Scripps operates daily and community newspapers in 13 markets, 19 broadcast TV stations in 13 markets and their corresponding Internet and mobile sites. The 13 major markets which Autobytel will provide content include:

- KNXV, ABC Ch. 15, Phoenix, AZ
- WFTS, NBC Ch. 28, Tampa, FL
- WPTV, ABC Ch. 5, West Palm Beach, FL
- KMGH, ABC Ch. 7, Denver, CO
- WMAR, Ch. 2, Baltimore, MD
- WXYZ, Ch. 7, Detroit, MI
- KSHB, NBC Ch. 41 and KMCI Ch. 38, Kansas City, MO
- WCPO, Ch. 9, Cincinnati, OH
- WEWS, Ch. 5, Cleveland, OH
- KJRH, Ch. 2, Tulsa, OK
- KGTV, Ch. 10, San Diego, CA
- KERO, Ch. 23, Bakersfield, CA
- WRTV, ABC Ch. 6, Indianapolis, IN

In addition to general automotive industry news, Autobytel will also provide editorial [car reviews](#) and will also work closely with Scripps to develop content to reflect the local markets each site serves.

For more information about Autobytel, please visit www.Autobytel.com. Watch exclusive videos on [Autobytel's YouTube page](#) or join the conversation on the [Autobytel Facebook Fan Page](#).

About Autobytel Inc.

Autobytel Inc., an online leader offering consumer purchase requests and marketing resources to car dealers and manufacturers and providing consumers with the information they need to purchase new and used cars, pioneered the automotive Internet when it launched its flagship website, autobytel.com, in 1995. Autobytel continues to offer innovative products and services to help consumers buy, and auto dealers and manufacturers sell, more used and new cars. Autobytel has helped tens of millions of automotive consumers research vehicles; connected thousands of dealers nationwide with motivated car buyers; and helped every major automaker market its brand online. Through its flagship website, network of automotive sites and respected online affiliates, Autobytel continues its dedication to innovating the industry's highest quality

Internet programs to provide consumers with a comprehensive and positive automotive research and purchasing experience, and auto dealers, dealer groups and auto manufacturers with some of the industry's most productive and cost-effective customer referral and marketing programs.

Investors and other interested parties can receive Autobytel news releases and invitations to special events by accessing our online signup form at <http://investor.autobytel.com/alerts.cfm>

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