



## **Autobytel to Power EarthLink Auto Channel**

### **Autobytel to be Exclusive Provider of Automotive Information, Tools and Car-Buying Fulfillment for EarthLink Subscribers**

**Irvine, CA - March 28, 2005** – Autobytel Inc. (Nasdaq: ABTLE), a leading online automotive car buying and research destination, today announced a new relationship with EarthLink (Nasdaq: ELNK), the nation's next generation Internet Service provider, to exclusively provide automotive-related content for EarthLink's subscribers.

This information can be accessed through EarthLink's Auto Channel, which is located on the EarthLink Personal Start Page<sup>SM</sup>, EarthLink's default subscriber portal. Subscribers can access Autobytel's state-of-the-art vehicle information and research tools to shop and compare vehicle brands. Once they've made their make/model decisions, they can then submit a request to buy a new vehicle to receive a no haggle price quote from a local Autobytel member dealer.

"We're very pleased to extend our car buying program to EarthLink, one of the most popular and well-respected brands on the Internet," said Autobytel President and CEO Jeffrey Schwartz. "We're looking forward to providing EarthLink's customers with tools and information to make smart, informed car-buying decisions, and potentially linking them with a local auto dealer."

"EarthLink subscribers want the most up-to-date and relevant automotive information available, and Autobytel is recognized as a leader in this category," said Tom Andrus, vice president of products and services at EarthLink. "Customers can use our Auto Channel as their one-stop resource for car-related content, and Autobytel's online tools provide one of the most hassle-free ways to buy a new car online."

EarthLink subscribers shopping for a vehicle will be able to access Autobytel's in-depth pricing and specifications data on every new vehicle on the market, as well as professional and owner vehicle reviews, expert buying and ownership advice, and streaming video test drives. They'll also be able to use Autobytel's proprietary vehicle research tools to search for vehicles according to a range of requirements, configure a 'buyable' option package, and then compare that specific vehicle to a range of competitive offerings in terms of pricing, specs, options, and ratings.

#### **About Autobytel Inc.**

Autobytel Inc. (Nasdaq: ABTLE), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites Autobytel.com, Autoweb.com, Car.com, Carsmart.com, AICAutoSite.com, Autoahorros.com and AutoSite.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc. (RPM<sup>®</sup>), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. As the Internet's largest new car buying service, Autobytel generates over a billion dollars a month in car sales for dealers through its services and was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel's car-selling sites and lead management products are used by more of the nation's top-100 e-dealers than any other program.

#### **About EarthLink**

"EarthLink. We revolve around you<sup>TM</sup>." As the nation's next generation Internet Service Provider, Atlanta-based EarthLink has earned an award-winning reputation for outstanding customer service and its suite of online products and services. According to the J.D. Power and Associates 2004 Internet Service Provider Residential Customer Satisfaction Study<sup>SM</sup>, EarthLink is ranked highest in customer satisfaction among high-speed and dial up Internet Service Providers. Serving over five million subscribers, EarthLink offers what every user should expect from their Internet experience: high-quality connectivity, minimal online intrusions, and customizable features. Whether it's dial-up, high-speed, Web hosting, wireless voice and data services, or "EarthLink Extras" like home networking, security or voice over IP, EarthLink provides the tools that best let individuals use and enjoy the Internet on their own terms. Learn more about EarthLink by calling (800) EARTHLINK or visiting EarthLink's Web site at [www.earthlink.net](http://www.earthlink.net).

#### **Contact:**

##### **Autobytel Inc. Media Relations**

Melanie Webber, Autobytel Inc., 949.862.3023 ([melaniew@autobytel.com](mailto:melaniew@autobytel.com))

Betsy Smith Isroelit, RBI Communications, 323.960.1360, ext. 17 ([betsy@rbicom.com](mailto:betsy@rbicom.com))

Joe Foster, RBI Communications, 323.960.1360, ext. 13 ([joe@rbicom.com](mailto:joe@rbicom.com))