



## **Autotrader.Com Renueva Contrato de Sociedad Exclusiva con Univision.Com**

Atlanta, GA -- AutoTrader.com, the world's largest automotive marketplace, and Univision Online, the leading Spanish-language web destination in the U.S., announce the continuation of their successful partnership. The two industry leaders partnered last year to bring online Hispanics the most comprehensive pre-owned vehicle buying tools available in the Spanish-language.

Under their latest agreement, AutoTrader.com will be the exclusive pre-owned vehicle resource on Univision.com. Additionally, AutoTrader.com's tools will receive prominent placement on Univision.com, including online contextual promotion that directly links Univision.com visitors to the 2.5 million vehicle listings available on AutoTrader.com.

"The Hispanic population is one of the most essential segments to expanding AutoTrader.com's business. As car consumers, Hispanics want information in Spanish and want the best product research tools available. By partnering with the most visited Spanish-language website and the largest Spanish-language media company in the U.S., we continue to increase the prominence of our brand in the minds of Hispanics and also continue to grow the number of Hispanic visitors to AutoTrader.com." said Chip Perry, AutoTrader.com's president and chief executive officer. "Based on our success to date, and the potential of this market, we are pleased to offer Univision.com's visitors access to even more tools for car shopping, buying and selling."

### 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 2.5 million vehicle listings from 40,000 dealers and 250,000 private owners, which provide the largest selection of vehicles attracting 9 million unique visitors every month. Through innovative merchandising products such as multiple photos and auction-style listings 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 Manheim, the world's leading provider of automotive services to commercial sellers and automobile dealers. Manheim is a wholly owned subsidiary of media conglomerate Cox Enterprises, Inc., and AutoTrader.com's principal stockholder and a key investor along with Landmark Communications, ADP, Inc., and the venture capital firm Kleiner Perkins Caufield & Byers. For more information, visit <http://www.autotrader.com> or call 1-800-353-9350.

### About Univision Online, Inc.

Univision Communications Inc. is the premier Spanish-language media company in the United States. Its operations include Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 98% of U.S. Hispanic Households; TeleFutura Network, a general-interest Spanish-language broadcast television network, which was launched in 2002 and now reaches 79% of U.S. Hispanic Households; Univision Television Group, which owns and operates 24 Univision Network television stations and 1 non-Univision television station; TeleFutura Television Group, which owns and operates 31 TeleFutura Network television stations; Galavisión, the country's leading Spanish-language cable network; Univision Radio, the leading Spanish-language radio group which owns and/or operates 68 radio stations in 17 of the top 25 U.S. Hispanic markets and 4 stations in Puerto Rico; Univision Music Group, which includes Univision Records, Fonovisa Records, and a 50% interest in Mexico-based Disa Records labels as well as Fonomusic and America Musical Publishing companies; and Univision Online, the premier Spanish-language Internet destination in the U.S. located at [www.univision.com](http://www.univision.com). Univision Communications also has a 50% interest in TuTV, a joint venture formed to broadcast Televisa's pay television channels in the U.S., and a non-voting 27% interest in Entravision Communications Corporation, a public Spanish-language media company. Univision Communications is headquartered in Los Angeles with television network operations in Miami and television and radio stations and sales offices in major cities throughout the United States.

For more information, please visit [www.univision.net](http://www.univision.net)

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