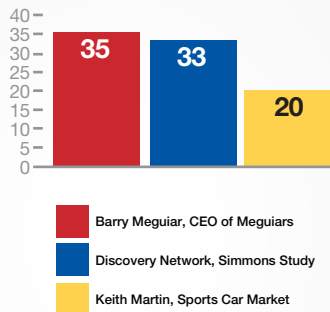


OUR AUDIENCE

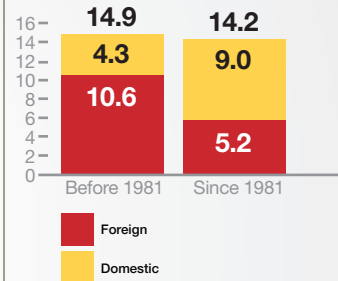
'The Hobby'

Car enthusiasts often refer to the 'hobby.' What this means differs from person to person. For some like Jay Leno, it means building a collection of more than 200 cars. For others it means countless nights and evenings restoring a '69 Corvette in the garage or cruising on the weekends in their Mustang or MG. Others attend shows, swap meets and auctions for many years in search of their first classic car. Whichever way you describe the 'hobby', there are close to 25 million car enthusiasts who own more than 30 million classic and sports cars.

Estimates of the Number of Enthusiasts in the US (M)



Number of Registered Classic Cars Before and Since 1981 (M)



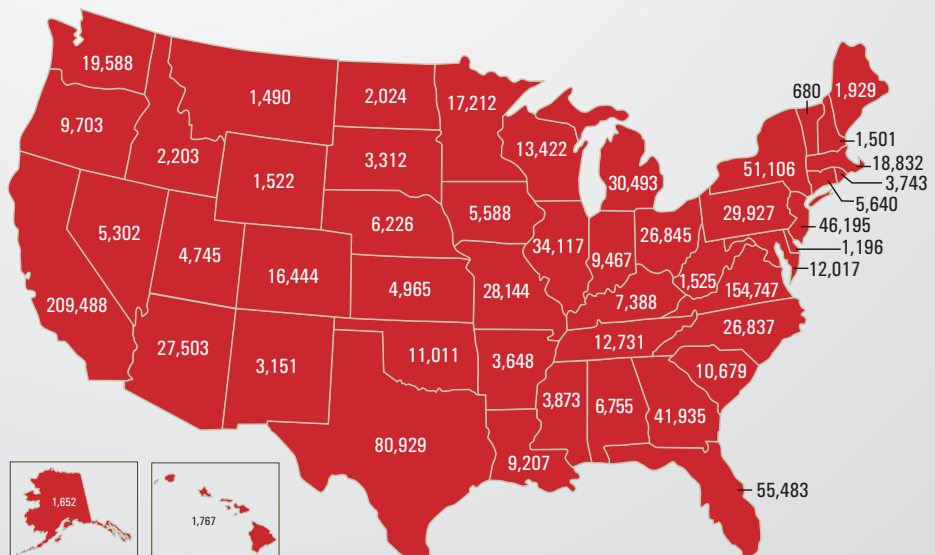
What does the AutoTrader Classics audience look like?

According to a study by Phoenix Automotive, the AutoTrader Classics audience is:

Mean age	47	Median Income	\$70,000
Male	83%	Employed full-time	50%
Married	55%	Retired	19%
Caucasian	82%	Weekly involvement	56%
Some college	72%	Car events/year	5

High Quality Traffic

A combined total of over one million monthly unique visitors* on AutoTraderClassics.com and DealsOnWheels.com. Here is a look at our traffic by state:



Market sizing study by CSMG: August 2008
 Car registration data by Polk: June 2008.
 *Source: Webtrends, 3rd Quarter, 2008

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INTEREST AND PURCHASE BEHAVIORS

We ran our audience profile through the MRI database to provide you some insight...



Special Interests:

Leisure Activities

Attend auto shows	426
Electric trains	375
Woodworking	238
Collecting — sports trading cards	187
Collecting — coins	146
Fantasy sports league	139
Chess	135
Play musical instrument	129
Barbecueing	125
Birdwatching	123
Attend rock music performances	121

Sports Pers. Parts/Freq Last 12 Months

Auto Racing	452
Hunting	279
Motorcycling	271
Bicycling	263
Target Shooting	213
Canoeing/kayaking	193
Skiing — Downhill	160
Fishing	151
Boating (power)	146
Baseball	135
Golf	130
Soccer	127

Restaurant

Lone Star Steakhouse	229
Fuddruckers	154
Romano's Macaroni Grill	147
Joe's Crab Shack	140
A&W	138
Old Country/HomeTown Buffet	138
Hooters	134
Outback Steakhouse	132
Ruby Tuesday	132
Arby's	126
Golden Corral	126
Applebees	119
International House of Pancakes	119
Steak 'n Shake	117
TGI Friday's	114
KFC (Kentucky Fried Chicken)	113

Hotels

Courtyard (by Marriott)	187
Hampton Inn	183
Marriott Hotels (Resorts and Suites)	183
Embassy Suites	150
Holiday Inn	150
Hilton	149
Holiday Inn Express	138

Comfort Inns	136
Best Western	125
Days Inn	120

Airline Membership

Delta SkyMiles	166
American AAdvantage	155
United Mileage Plus	149
Continental One Pass	147
Northwest World Perks	139

Internet Sites visited last 30 days

CNET.com	313
MSNBC.com	179
Fox.com	168
ESPN.com	168
CNN.com	161
USAToday.com	157
FOXNews.com	139
Weather.com	130
MSN.com	126
[Weather.com] Web Sites	123

Frequented Stores

Eddie Bauer	205
Comp USA	191

Sears Hardware	186
True Value	155
Cub Foods	152
ACE Hardware	146
Longs Drug Store	141
Home Depot	136
Circle K	135
Sears	135
Lowe's	135
Circuit City	129
Ralphs	127
Best Buy	124
7-Eleven	120

Brands Purchased

Shaving Cream

Edge Normal Skin	316
Gillette Foamy Sensitive	221
Barbasol Foam	178
Edge Sensitive Skin	156
Gillette Foamy Cream	147

Deodorant

Speedstick	202
Old Spice High Endurance	191
Edge Extra Moisturizing	178
Old Spice Red Zone	172

Electronic Shavers

Braun	233
Norelco	190

Razors

Gillette Good News Plus	176
Gillette Good News	133

Shampoo

Pert Plus	164
Head & Shoulders	152

Vitamins

One-A-Day Men's Health	159
Nature Made	130

Toothpaste

Crest Tartar Control Paste	152
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Pain Relief

Excedrin Extra Strength	127
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Ant Acid

Rolaids	125
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Toothpaste

Aquafresh	123
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Beer

Samuel Adams (Regular Domestic Beer)	175
Other Regular Domestic Beer	148
Miller Genuine Draft	146
Coors Light	144
Miller Light	137
Coors-Original	128
Miller High Life	127

Gas Stations

Hess	139
Chevron	131
Arco	126
Sunoco	126
Shell	116
Marathon	112
Texaco	110
Speedway	105
Exxon	103

Home Insurance

State Farm Mutual	172
Farmers Insurance Group	160
Allstate	89

Oil/Tires/Wax

Meguiar's	402
Car Cleaner — Meguiar's	352

Motor Oil

Mobil 1	237
B.F. Goodrich	183
Bridgestone	173
Motor Oil — Castrol GTX	171
Motor Oil — Valvoline	147
Turtle Wax	145
Motor Oil — Quaker State	138
Michelin	131
Car Cleaner — Armor All	127
Goodyear	123
Motor Oil — Pennzoil	109

Candies/Mints

Baby Ruth Mini Packages	151
Blue Diamond Nuts	131
Hershey's Special Dark	128
Fisher Nuts	123
Planters Trail Mix	112
Hershey's Milk Chocolate	111
Planters Nuts	109

Credit Card

American Express Green	203
MasterCard Platinum	162
Visa Platinum	147
Visa Gold	141
American Express Gold	136
American Express Blue	133
Discover Classic	128
Discover Platinum	126
MasterCard Gold	121

Soft Beverages

Diet Mountain Dew	129
Barq's Root Beer	124
Diet A&W Root Beer	119
Coca-Cola Classic	118
Lipton Brisk Iced Tea	116
Gatorade	116
Cafeine Free Diet Coke	113
Mug Root Beer	111
Diet Coke	110
Diet Pepsi	110
Arizona Iced Tea	108
A&W Root Beer	106

Somewhat or Very Likely Intended to Purchase within Next 12 Months

Add exterior addition	154	Remodel Bathroom	142	Buy big screen projection TV	121
Remodel Kitchen	152	Buy flat screen or plasma screen TV	132	Invest in stocks, bonds, mutual funds	122