



## Yahoo! Autos Provides Classified Listings Packages To Reynolds And Reynolds Retailers

**Dayton, OH and Sunnyvale, CA -- October 30, 2002** -- The Reynolds and Reynolds Company (NYSE: REY) and Yahoo! Inc. (Nasdaq: YHOO) today announced that they have teamed up to enable Reynolds' retail customers - including retailers using Reynolds Automark Web Services - to list their used vehicles more prominently on Yahoo! Autos (<http://autos.yahoo.com>), a popular online destination for buying and selling new and used vehicles.

Through this new agreement, Yahoo! gains broader exposure with the retailer community, and Reynolds retailers will gain access to Yahoo!'s targeted automotive audience. Additionally, Reynolds automotive retail customers will have the ability to post an unlimited number of "Featured Tier" used car listings on Yahoo! Autos classifieds. Advantages for retailers using this service include prominent placement in vehicle search results, multiple photos within each listing, statistics to track performance of retailers' programs, and individual online retailer booths where Yahoo! Autos consumers can browse all of a retailer's listings in one place.

"Yahoo! provides retailers access to more than 200 million consumers each month and listings with one of the most trusted brands on the Internet," said Elizabeth Blair, senior vice president of Yahoo!'s Listings business unit. "This agreement with Reynolds' retailers will not only increase the strength of our listings, it will also provide them with an effective marketplace to reach the online car buyer sector."

This agreement allows retailers to effectively reach more customers through:

- Branding with dealership logos
- A retailer-branded online booth, a Web page that provides easy consumer access to aggregated inventory as well as dealership- and brand-specific information
- Enhanced communications options between consumers and retailers
- Interactive maps to participating dealerships
- Access to more robust information about individual vehicles than is typically found in offline classifieds, such as a full-color picture and retailer contact information
- Advanced listing placement in the "Featured Tier" of Yahoo! Autos Classifieds search results
- One central location where individual retailers can display their entire used car inventory
- Monthly statistical reports provided to retailers that include viewing and lead tracking statistics

"Yahoo! Autos provides a great vehicle and great value to our customers, enabling them to reach their ideal buying audience easily and quickly," said Greg Collins, senior vice president of Reynolds Transformation Solutions. "In addition to providing an extensive network of in-market car shoppers, Yahoo! Autos offers our customers a competitive pricing model and the opportunity to create individual retailer booths that help build brand awareness and drive leads to the dealership.

"These tools provide a retailer greater dealership and inventory exposure, efficient and proven technologies and processes, and increased efficiency - which equates to increasing bottom-line dollars," Collins added.

### About Reynolds and Reynolds:

Reynolds and Reynolds ([www.reyrey.com](http://www.reyrey.com)) is the leading provider of integrated solutions that help automotive retailers manage change and improve their profitability. With 75 years of experience serving automotive retailing, Reynolds enables car companies and retailers to work together to build the lifetime value of their customers. The company's award-winning software, service and training solutions include a full range of retail and enterprise management systems; networking and support; e-business applications; Web services; learning and consulting services; CRM solutions, document and data management and leasing services. Reynolds serves more than 20,000 customers comprising 90 percent of the automotive retailers and all car companies in North America. It conducts CRM consulting services on five continents.

### About Yahoo! Autos:

Yahoo! Autos (<http://autos.yahoo.com>) is a highly objective automotive Web site for researching, buying, selling and maintaining automobiles and motorcycles. Additionally, Yahoo! Autos is also the only place where car buyers can access content from Kelley Blue Book, Consumer Reports and Edmunds.com - all in one location. New car buyers can read consumer and expert reviews, get car quotes from local dealers, research models and pricing, and compare features. Used car buyers can browse classified ads or auctions across the United States for the car of their choice. Sellers can post used vehicles for sale on Yahoo! Classifieds. Yahoo! Autos is also a pit stop for parts and accessories guidance and includes a personalized option to track maintenance and service appointments.

### About Yahoo!

Yahoo! Inc. is a leading provider of comprehensive online products and services to consumers and businesses worldwide. Yahoo! reaches more than 237 million individuals worldwide each month, and is the No. 1 Internet brand globally. Headquartered in Sunnyvale, Calif., Yahoo!'s global network includes 25 World properties and is available in 13 languages.

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