



## Yahoo! Launches New Classified Listing Packages For Auto Dealers

**Sunnyvale, CA -- June 10, 2002 --** Yahoo! Inc. (Nasdaq:YHOO - News) announced today that Yahoo!® Autos (<http://autos.yahoo.com>), a popular online destination for buying and selling new and used vehicles, will begin offering auto dealers improved packages of online automotive classified listings for purchase through value-added resellers. These packages will provide dealers the opportunity to market their used vehicles more prominently on the most trafficked site on the Internet. Yahoo! Autos' first dealer listings packages will be available to the 3,000 franchises that participate in AutoNation Inc.'s (NYSE: AN - News) AutoVantage eDealership Network.

"Yahoo! Autos' dealer listings packages allow dealers to market their vehicle inventory directly to in-market shoppers and secure leads at very competitive prices," said Elizabeth Blair, senior vice president of Yahoo!'s Listings business unit. "Our listings packages are supported by a network of 237 million consumers, best-of-breed research tools and one of the most trusted brand names on the Internet."

Yahoo! Autos dealer listing packages include:

- More robust information about individual vehicles than is typically found in offline classifieds, such as a full-color picture and full dealer contact information.
- Listing placement in the "Featured Tier" of Yahoo! Autos Classifieds search results.
- One central location where individual dealers can display and manage all their used car inventory.
- Monthly statistical reports provided to dealers that include viewing and lead tracking statistics. Pricing information for dealer listings packages is determined by the individual resellers.

"Our AutoVantage e-Commerce Network has been dedicated to delivering the highest-quality sales lead to auto retailers. Yahoo! Autos meets that standard of quality," said Gary Marcotte, Vice President of e-Commerce at AutoNation, Inc., which operates the AutoVantage e-Commerce Network.

Yahoo! Autos also announced today that it recently strengthened the site's new-vehicle lead referral capabilities through a separate arrangement with AutoNation. Through Yahoo! Autos, consumers seeking free quotes on new cars from local dealers in their area now have easy access to the AutoVantage Retail Network's 3,000 new vehicle franchises, which includes AutoNation's 373 retail franchises across the country.

### About Yahoo! Autos

Yahoo! Autos (<http://autos.yahoo.com>) offers a full suite of comprehensive content, tools and services to help consumers make informed automotive buying and selling decision. New car buyers can read consumer and expert reviews, get car quotes from local dealers, research models and pricing, compare features, and get access to content from Consumer Reports, Kelley Blue Book and Edmunds.com - all in one location. 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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