

Press Release



National Independent Automobile Dealers Association

www.niada.com

For Immediate Release

Contacts Information: Angela Ledbetter, NIADA
angela@niada.com or (800) 682-3837

AutoTrader.com's Perry Earns NIADA Ring of Honor

Orlando, Florida (June 26, 2009) -- The National Independent Automobile Dealers Association selected Chip Perry, president and chief executive officer of AutoTrader.com, to receive its 2009 Ring of Honor for his dedication and contributions to the used automotive industry. The award is the highest allied industry honor granted to an individual.



Perry's award was announced in Orlando, where some 1,300 people attended NIADA's annual convention and expo at the Gaylord Palms Resort.

"Chip Perry is truly a friend of our association and its members," remarked Michael R. Linn, NIADA's CEO. "Awarding Chip the Ring of Honor is extremely satisfying to me both on a personal and a professional level."

Perry is widely recognized as a pioneer in the online automotive industry. He has been AutoTrader.com's primary strategic architect and oversaw the evolution of its sales, marketing, information and customer services. He was the first employee of AutoTrader.com, a company that has grown to 2,000 people with more than \$500 million in annual revenues and 3.5 million new and used vehicle listings from more than 40,000 dealers. With more than 14 million unique monthly visitors, AutoTrader.com attracts the largest audience of car buyers on the Internet.

Before joining AutoTrader.com, Perry worked at the Los Angeles Times where he launched one of the first major newspaper online services. He is an engineering graduate from the University of Virginia and earned his MBA from Harvard's School of Business.

Linn called Perry "a friend and cohort for years. He has given freely his time, energy

and company resources to benefit the industry and our association on many, many occasions."

About NIADA

The National Independent Automobile Dealers Association (NIADA) <http://www.niada.com/>, founded in 1946, has represented quality independent automobile dealers for more than 60 years. NIADA assist's its members in becoming more successful within the used motor vehicle industry. Through membership in NIADA, members join with more than 20,000 other professional automobile dealers who share the dream of financial prosperity for their business. NIADA is the industry's legislative representative -- working each day to protect dealer and consumer interests. The association consistently brings forward valuable industry education and information along with services and benefits designed to prepare members for an ever-changing marketplace. As a consumer friendly association, automotive consumer information can be found on <http://www.autoconsumer.tv/>.