

Oodle brings Auto Trader and Facebook Marketplace together

16th February 2011: Auto Trader, the UK's leading motoring website, today announced an exclusive partnership with Oodle, the online classifieds marketplace and operator of Facebook Marketplace. The partnership will give Marketplace users in the UK access to more than 350,000 vehicles already available on the Auto Trader website (<http://www.autotrader.co.uk/>) — connecting more prospective buyers than ever before to sellers.

This partnership continues to help build Auto Trader's existing network of exclusive partners, designed to increase response rates through a range of high-profile digital channels. The announcement is an integral part of a new social media offering that Auto Trader is making available to its 12,000 automotive trade customers. This specific collaboration allows dealers to integrate their stock into Marketplace, giving them access to a potential audience of more than 26 million Facebook users in the UK.

"Marketplace helps our customers to reach the vast Facebook user base, creating an exciting and valuable addition to Auto Trader's existing partnership portfolio and offering another great platform for car dealers to reach a huge and engaged audience," said Jonathan Williams, Director of E-Marketing, Auto Trader. "Our customers can reach a staggering 87 percent of all UK Web users, giving them the best possible chance to find buyers for their vehicles."

"Marketplace, both on Facebook and Oodle, provides a social platform for car buyers and sellers to come together," said Duncan Dunlop, General Manager, Oodle. "Buyers not only see tons of great car listings, they see the people behind those listings – whether that's a business with a Facebook Page or a person with a Facebook Profile – and can easily discuss and share listings with their friends."

Under the terms of the agreement only Auto Trader advertised vehicles and Facebook user postings are included in the 'Vehicle' section of Marketplace, offering Auto Trader's trade and private advertisers exclusive access to these significant user volumes. All Auto Trader partners work on an exclusive basis.

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About Auto Trader

Visit the new website at www.autotrader.co.uk

AutoTrader.co.uk is the UK's no 1 motoring website, with over 10.3 million monthly unique users, who carry out over 106 million searches on new and used vehicles*. The brand is building a competitive position across all effective channels including online, mobile and magazine. (*Source: Auto Trader Audit, January 2009).

AutoTrader.co.uk is owned by Trader Media Group, one of Europe's largest specialist multi-media groups and provider of market leading websites and their associated magazines, including Top Marques, Bike Trader, Truck & Plant Trader, Ad Trader, Motorhome and Caravan Trader, Farmers Trader – all with the largest reach in their sectors, through web visitors and magazine readership.

Trader Media Group operates in the UK, Ireland, Italy and South Africa. The Group is looking to expand on its winning formula: giving trade customers the opportunity to choose all effective channels to market; building the

service and relationship with dealers and manufacturers; and strengthening its portfolio of automotive and specialist classified titles.

Trader Media Group is jointly owned by Guardian Media Group and Apax Partners.

About Oodle

Oodle is reinventing online classifieds through its social Marketplace on Oodle (www.oodle.co.uk) and Facebook (apps.facebook.com/marketplace). On Marketplace, consumers can easily buy, sell and trade with friends, friends-of-friends and other people in their local community. And because listings and email conversations are tied to a person's Facebook profile, they always see who is on the other side of the conversation. Marketplace has over 14M monthly unique users and is available on iPhone & Android phones (www.oodle.com/mobile).

Local businesses can also participate in Marketplace through Oodle's Pro product. By linking to a business' Facebook page and connecting with its community of fans, Pro both promotes listings and fuels word-of-mouth referrals.