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Auto Dealer Traffic Assumes Management of CarJockey.com

COLUMBUS, OH (August 5, 2008) — [Auto Dealer Traffic, Inc.](#), a leading automotive Internet marketing company, today announced it will assume management of CarJockey.com, a dealer-to-dealer portal for buying and selling used vehicles at wholesale prices. ADT will take over full management responsibilities for the site, including sales and customer service, beginning August 1, 2008.

“We are very excited about this new opportunity to making CarJockey.com a real resource for dealers who want to buy and sell used vehicles with reduced travel, transportation, labor and administrative expenses,” said Todd Swickard, president of Auto Dealer Traffic.

Over the next 60 days, Auto Dealer Traffic will re-design the portal, increase its functionality and improve the overall user experience. CarJockey.com will re-launch in October 2008.

Auto Dealer Traffic is a premier provider of comprehensive, technologically advanced and highly effective Internet marketing solutions and services to help drive new and used car sales. The company’s proprietary software can be implemented at any size dealership and on any existing Web site platform to significantly increase qualified buyer traffic to a dealer’s site. ADT’s dealer customers are consistently top-ranked on the leading search engine sites, including Google, Yahoo! and MSN.

About Auto Dealer Traffic Inc: (www.autodealertraffic.com)

Auto Dealer Traffic, Inc. is an Internet and search engine marketing company headquartered in Columbus, Ohio. Auto Dealer Traffic specializes in routing automotive consumer traffic to web sites and has been an industry leader since 2001. It is a Google certified company, a Google Ad Words reseller company, as well as being certified partners of Yahoo! and MSN. Auto Dealer Traffic's proprietary software and SEM strategies are the most effective methods available for increasing traffic to web sites and generating more leads. For additional information, please visit <http://www.autodealertraffic.com>.

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