



## **Viacom Television Stations Digital Media Group Partners with Autobytel to Bring Automotive Centers to its CBS Websites**

**Automotive Information, Research Tools, Car Buying Resources and More Among New Features As Part of Viacom's "Always On" Digital Media Initiative Partnership Announced in Conjunction with the Launch of New York's Website (wcbstv.com) With Philadelphia, Boston and More to Follow Previous Launches in Salt Lake City, Minneapolis, Denver, San Francisco, Chicago and Baltimore Already Featuring Autobytel's Customized Content**

**Irvine, CA and New York, NY** – August 8, 2005 – The Viacom Television Stations Digital Media Group has partnered with Autobytel to bring automotive information to its newly designed station websites as part of the previously announced "Always On" digital media initiative. Autobytel (Nasdaq:ABTL), a leading online automotive car buying and research destination, will provide comprehensive vehicle information, state-of-the-art research tools, video test drives, reviews, reports and more to each of the Viacom Television Station's websites.

Visitors to each of the newly designed and re-launched websites will now have access to automotive information on the local station's homepage. In addition to reading articles and reviews, users will have the ability to choose a vehicle, submit a request to buy a new or used vehicle and receive a no haggle price quote from Autobytel member dealers in their local market. Autobytel's content, stories and updates will be supported by each television station's broadcast and broadband video creating a very unique and powerfully informative local automotive portal.

"Autobytel is pleased to have been selected to provide online services to one of the largest media companies in the world," said Rick Post, President and CEO, Autobytel. "The new auto channel, which is designed to help Viacom's visitors make smart, confident car-buying decisions, is another example of Viacom's focus on providing the best Internet resources for its vast consumer audience."

"The combination of our local station's content and Autobytel's auto research and car buying platform provides our local market users with instant access to the very popular online automotive category," said Jonathan Leess, President & General Manager, Viacom Television Stations Digital Media Group. "The database and local inventory that Autobytel provides to our television websites helps to enhance the goals we've set for the 'Always On' initiative."

### **Viacom Television Stations Group 2**

The group plans to re-launch websites for all of its CBS stations, including wcbstv.com (New York) the week of August 1, kyw.com (Philadelphia) on September 13 and wbz.com (Boston) on September 19. The station websites in Salt Lake City (kutv.com), Minneapolis (wcco.com), Denver (cbs4denver.com), San Francisco (cbs5.com), Chicago (cbs2chicago.com), and most recently, Baltimore (wjz.com), have already launched. In total, 17 CBS stations will re-launch their websites in 2005, followed by UPN stations in 2006.

### **About The Viacom Television Stations Group**

The Viacom Television Stations Group consists of 40 stations, including 21 CBS, 16 UPN and three stations not affiliated with major networks.

### **About Autobytel Inc.**

Autobytel Inc. (Nasdaq: ABTL), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites Autobytel.com, Autoweb.com, Carsmart.com, Car.com, AutoSite.com, Autoahorros.com, and CarTV.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc., (RPM®), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. Autobytel was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel Inc. is the only company to achieve top rankings for both its lead management and lead generation services among the nation's top 100 Internet dealers.

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