



ESPN.com and Autobytel to Launch ESPN Cars on ESPN.com

ESPN.COM AND AUTOBYTEL TO LAUNCH ESPN CARS ON ESPN.COM

IRVINE, Calif., Aug. 2, 2005 -- Sports fans share a passion for the games and teams they love, and often share another passion as well – cars. With that in mind ESPN.com and Autobytel Inc. (Nasdaq: ABTL) today launched ESPN Cars powered by Autobytel - a new section of ESPN.com powered by Autobytel where sports fans can access new vehicle pricing, ratings, photos, specifications, videos and reviews, and utilize tools that let them configure, compare and view new models across brands.

At its launch the new ESPN Cars section will exclusively contain content provided by Autobytel, with future content being provided by both sites, including features about sports personalities and their cars. The site will also allow fans to receive no-haggle price quotes for new and used cars through Autobytel.com's thousands of accredited dealers nationwide.

"ESPN.com's core audience is young, dynamic men, and we want to serve their interests as completely as possible," said John Kosner, senior vice president and general manager, ESPN New Media. "Cars, trucks and the sports stars who drive them are a particular passion for our fans. This collaboration with Autobytel allows us to provide fans with the information they seek."

"We're pleased to extend our vehicle information and buying program to the leading sports destination on the Web, giving ESPN.com users access to world-class automotive content and access to thousands of dealers to help them get great deals on cars" said Autobytel President and CEO Rick Post. "We are excited to provide this prime car-buying audience with the research tools and automotive information they need to make smart, confident and convenient buying decisions through our network of dealers."

Under the agreement, the ESPN Cars section will be co-branded and maintained through cooperative efforts from both parties. Autobytel will manage all e-commerce functions and will host the pages on its servers.

About Autobytel

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.

About ESPN.com

ESPN.com, a division of ESPN Inc., is the leading provider of sports on the Internet. ESPN.com, which is also home to ESPNdeportes.com, ESPNsoccer.net and ABCSports.com, also works in conjunction with the Walt Disney Internet Group.

ESPN, Inc. is the world's leading multinational, multimedia sports entertainment company featuring a portfolio of over 50 multimedia sports assets. The company is comprised of seven domestic television networks (ESPN, ESPN2, ESPN Classic, ESPNEWS, ESPN Deportes, ESPNU (launching March 2005), ESPN Today), ESPN HD, ESPN2 HD (launched January 2005), ESPN Regional Television, ESPN International (networks and syndication), ESPN Radio, ESPN.com, ESPN The Magazine, SportsTicker, ESPN Enterprises, ESPN Zones (sports-themed restaurants), and other growing new businesses including ESPN 360 (broadband), ESPN Mobile, ESPN Video-on-Demand, ESPN Interactive and ESPN PPV. Based in Bristol, Conn., ESPN is 80 percent owned by ABC, Inc., which is an indirect subsidiary of The Walt Disney Company. The Hearst Corporation holds a 20 percent interest in ESPN.

CONTACT:

Autobytel Inc. Media Relations

Melanie Webber, Autobyte Inc. 949.862.3023 or melaniew@autobyte.com
Joe Foster, RBI Communications 323.960.1360 x13 or joe@rbicom.com

ESPN Communications 860.766.2000