



Autobytel Inc. Continues “Take the Pledge to Slow Down Month” by Sponsoring MADD's Safety Fair at Strides for Change 5K Walk

Free Reflective Halloween Bags Available at Fair and Online at Autobytel.com

IRVINE, Calif., Oct. 20 – Autobytel Inc.'s *Take the Pledge to Slow Down* safe-driving campaign will sponsor the Safety Fair at MADD's LA/Orange county chapters Strides for Change 5K walk, continuing the company's safe-driving push throughout October, national *Take the Pledge to Slow Down Month*. As part of its month-long safety efforts – culminating on Halloween, one of the deadliest days of the year for pedestrian-related car crashes – Autobytel will distribute free reflective trick-or-treat bags at the Fair as well as on its leading automotive site, Autobytel.com, through October 31st.

“Although we have different areas of focus, Autobytel and MADD are fighting the same larger battle to help reduce fatalities and injuries caused by unsafe driving,” said Autobytel President and CEO Rick Post. “We're proud to be fighting that life-saving battle together at the *Strides for Change* walk.”

The theme of this year's *Take the Pledge to Slow Down Month* is safe urban neighborhood driving. And to this end Autobytel is urging drivers to “Take the Pledge” to drive with special care on urban residential streets, many of which are becoming more crowded (and dangerous) as a result of commuter “spillover” from clogged freeways and thoroughfares. In a recent Autobytel.com online survey, 72% of respondents nationwide said they're noticing more speeding and unsafe driving in their neighborhoods than in the past. And 73% said they themselves are using more residential streets (to avoid more heavily trafficked routes) than they used to. Drivers interested in “Taking the Pledge” and/or requesting a free Halloween safety bag can log on to www.autobytel.com and click on the “Take the Pledge” button. There they can also access a range of safe-driving data, links and expert tips, including a new article detailing 10 Reasons to Slow Down.

The non-competitive *Strides for Change* walk will be held at the Queen Mary Events Park in Long Beach, CA on October 22nd, and is expected to draw thousands of participants and supporters from throughout Southern California. The goal of Strides for Change is to raise \$250,000 locally to further MADD's mission to stop drunk driving, support the victims of this violent crime and prevent underage drinking. The Autobytel Safety Fair will provide participants and supporters with a range of safety services and information, in addition to food, entertainment and arts vendors. The Fair will also feature Autobytel's *Take the Pledge to Slow Down* booth, where Halloween “monsters” will distribute Pledge contracts and decals as well as free reflective trick-or-treat bags to help keep kids visible and safe on Halloween night.

“Drunk driving is still the nation's most frequently committed violent crime, and Orange County/Los Angeles feels this pain daily,” said Reidel Post, MADD Orange County executive director. “We're truly grateful for Autobytel's support of MADD's mission. Through its sponsorship of Strides for Change, Autobytel is making the roadways safer for everyone.”

Strides for Change ceremonies begin at 8:40 am, and the walk starts at 9:00. People interested in supporting this worthy cause can log onto www.stridesforchange.com to learn how to start a fundraising team, register as a 'virtual walker,' volunteer, or simply make an online donation.

About Take the Pledge to Slow Down

Founded to combat speeding on neighborhood streets, Take the Pledge to Slow Down is a grassroots movement that depends on the power of individual activists across the country - coupled with the power of the Internet – to encourage drivers to take personal responsibility for their driving. Autobytel Inc., the campaign's official sponsor, offers a comprehensive Take the Pledge area on its consumer websites (www.autobytel.com, www.autoweb.com, www.car.com and www.carsmart.com), where concerned citizens can Take the Pledge; access safe driving tips, find information and links; download Take the Pledge materials—and join Autobytel's fight for safer neighborhood streets and saved lives.

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.