



FOR IMMEDIATE RELEASE

Canada's TRADER Corporation Partners with vAuto

Exclusive partnership helps Canadian automotive dealers to improve their used car inventory management with vAuto's award-winning online Live Market View

Montreal (QC) & Oak Brook, IL, April 5, 2011 – TRADER Corporation, Canada's leading destination for new and used vehicles, has launched TOptimizer as part of an exclusive partnership with vAuto, the U.S. industry leader in used vehicle inventory management. Canadian automotive dealers can now benefit from vAuto's award-winning online Live Market View, which provides valuable information through its analysis of used vehicle markets with up-to-the minute data. TOptimizer is based on vAuto's online Live Market View and includes stocking, appraisal and pricing modules. More than 3,500 automotive dealers in the United States utilize vAuto to optimize their used vehicle operations.

TOptimizer will provide Canadian dealers real-time information on current used vehicle supply, demand and market pricing in their local marketplace. The vAuto suite of solutions will complement TRADER Corporation's existing Dealer Smart Solutions product offering. Dealer Smart Solutions is a fully integrated online platform helping automotive dealers promote their inventory to drive traffic and optimize their business efficiency and speed to market.

"Our priority has always been to offer best-in-class business solutions that constantly adapt to today's fast-evolving market," says Normand Théberge, Vice-President, Marketing at TRADER Corporation. "Our partnership with vAuto allows our TOptimizer's sophisticated online modules to help our customers quickly grasp current market conditions and better manage their used car inventory."

“vAuto is excited to offer Canadian dealers a competitive edge through Live Market View,” says Keith Jezek, president of vAuto. “As car buyers research and compare cars on the Internet, it is essential for dealerships to understand how their inventory compares to the market. TOptimizer featuring vAuto will allow Canadian dealers a better decision-making process resulting in increased profit margins.”

AutoTRADER.ca in Canada is not affiliated with AutoTrader.com, the United States-based online vehicle marketplace that is the parent company of vAuto. The TOptimizer solution is now available to all dealers in Canada.

About TRADER Corporation

TRADER Corporation is a leader in print and digital vertical media in the automotive, real estate and generalist verticals. The Company offers a broad set of services such as inventory management, web solutions, optimization of media spend and lead-generation campaigns. Its flagship site AutoTRADER.ca reached over 2M unique visitors monthly in 2010. The new Autos.ca website dedicated to new cars is the online destination of choice for automotive information and advice on making smart car purchase decisions. TRADER’s main brands include [AutoTRADER.ca™](#), [Autos.ca™](#), [autoHEBDO.net™](#), [BuySell.com™](#), and Renters Guide. TRADER Corporation is owned by Yellow Media Inc. (TSX: YLO). For more information, visit www.TRADERCorporation.com.

About vAuto

Headquartered in the Chicago suburb of Oak Brook, IL, vAuto also maintains a research and development center in Austin, TX. vAuto’s innovative “Live Market View” technology allows dealers to manage their used-vehicle inventories based on actual supply-and-demand for their specific market. Today, more than 3,500 dealerships across the country use vAuto’s pricing, appraisal, stocking and merchandising systems. Dale Pollak, vAuto’s founder, is the author of two books featuring best practices and strategies for the used car department, *Velocity: From the Front Line to the Bottom Line* and *Velocity 2.0: Paint, Pixels &*

Profitability. vAuto is a wholly owned subsidiary of AutoTrader.com. Additional information about vAuto is available at www.vauto.com or call 877-828-8614.

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