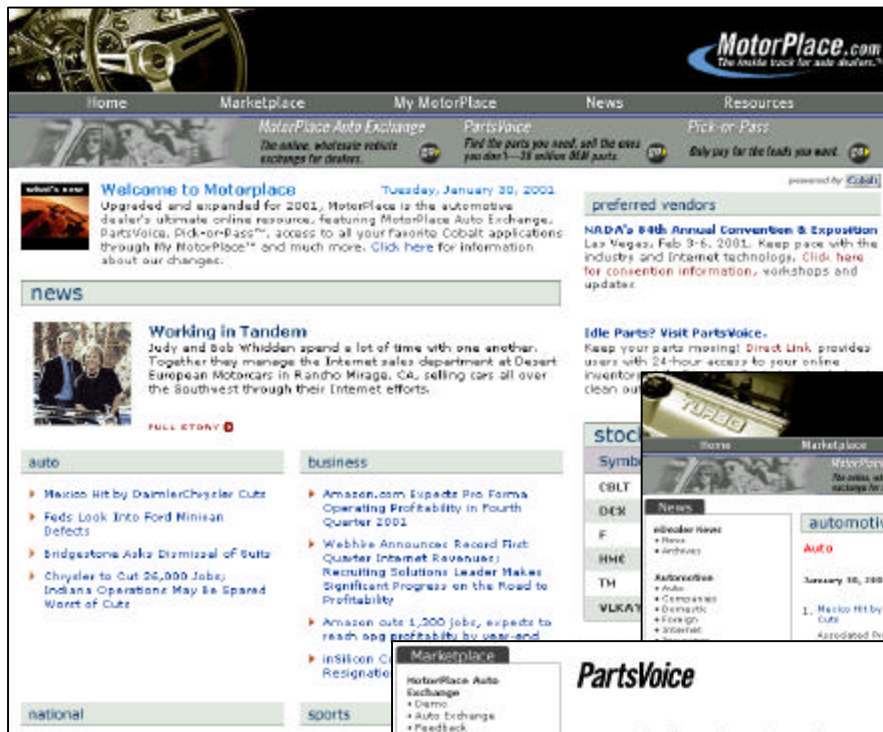


Upgraded and expanded for 2001, MotorPlace is The Cobalt Group's business-to-business site for automotive dealers and auto industry professionals. The "inside track for auto dealers", MotorPlace is the online resource, aggregating vehicle and parts data from Cobalt's 8,500+ dealer clients to create a dealer-to-dealer e-commerce marketplace. It provides auto dealers with access to a broad range of powerful Internet-based business management tools, as well as automotive and national news, sports scores, stock quotes and weather.

MotorPlace is also home to MotorPlace Auto Exchange, PartsVoice®, Pick-or-Pass™ and My MotorPlace, where dealers get down to business *online*.



Over 17,500 automotive professionals will use MotorPlace to access various applications or inventories.

Cobalt's 8,500 dealer clients will access their web site management tools through a password-protected log-in area.

PartsVoice clients, now numbering 9,500+, will access the site and it's 40 million OEM parts through MotorPlace.



MotorPlace Sections

Home Page

Our welcome page is the index to the inside track. It showcases the News of the day from the Automotive, National, Business & Finance and Sports sectors as well as these hot sections: MAX-MotorPlace AutoExchange, PartsVoice®, Pick-or-Pass™.

News

News includes over 20 news categories to keep readers up-to-date. Features include auto industry news, national, sports and business & financial.

Resources

Resources is the Dealer's online connection to auto industry links, vehicle research, the latest in stock updates, weather, events and other news and information to keep the dealer up-to-date and in the know.



A resource for industry news and tips, MotorPlace also provides access to Internet-based business management tools – where dealers get down to business online.



MarketPlace - Featuring MotorPlace Auto Exchange, Pick-or-Pass™, and PartsVoice®.

MAX - MotorPlace Auto Exchange: Cobalt's wholesale used vehicle exchange that cuts administrative costs typically associated with buying vehicles through traditional wholesale auction channels. Dealerships have the first shot at high quality inventory before it's shipped off to auction.

Pick-or-Pass™: When Dealers sign up with Pick-or-Pass, they're in control of the leads they buy. Popular consumer sites, such as DealerNet.com, Edmunds.com and CarPrices.com, drive detailed email leads to their dealership.

PartsVoice®: The world's largest online parts warehouse, PartsVoice helps Dealers to maximize the profitability and efficiency of their parts department. Dealers can list inventory and find the parts they need in a database of 40 million OEM parts from 20+ manufacturers. PartsVoice features both the PartsVoice Parts Locator and the PartsVoice Discount Parts Locator.

My MotorPlace

Formerly known as WebEdge, My MotorPlace is the Dealer's personal, online control center offering them access to all of their favorite Cobalt applications—AdWizard® Plus, Lead ManagerSM, AutoShow™, TrafficReporter™, and more—plus the latest in product updates, service announcements and communications from Cobalt.

Advertising - Placement & Rates

MotorPlace advertisers will capture the attention of auto dealers and industry professionals on a daily basis. Text links, sponsorships and tiles have prominent placement on index as well as secondary pages.

- Text Links:** Far right column, immediately below "Preferred Vendor" title bar.
Home page: \$5,000 net/month.
- Tiles:** MarketPlace, My MotorPlace, or News & Resources: \$3,750 net/month per section.
120x60, far right column, placement determined by page.
Run of Section=\$15 cpm; Run of Site=\$12 cpm.
- Sponsorships:** Text link with in header graphic
Home page: News: \$5,000 net/month;
My MotorPlace: \$3,750 net/month per content section.
- Banners:** 468x60, positioned in footer.
Run of Site=\$9 cpm

MotorPlace - Home Page

Advertisers on MotorPlace benefit from prominent placement throughout all sections – Home, MarketPlace, My MotorPlace, News, and Resources.



Text Links

Preferred Vendor: Prominent placement, upper right hand corner, fixed position.

Specs: Headline 25 spaces, Body Copy 150 spaces. Hyperlink includes headline and phrase within body copy.

Impressions: 100,000/mo approx.

Sponsorship: Text link or small graphic within header image following "Sponsored by:" text

Specs: 25 characters or 100x15 pixel graphic

Tiles & Banners

120x60 Tiles: Right column placement, immediately below text links. Below "Weather" on Home Page.

Run of Section: \$15 cpm
Run of Site: \$12 cpm

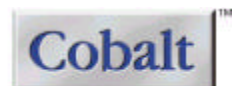
Specs: 5k, static

468x60 Banners: Positioned in the footer.

Run of Site: \$9 cpm
Specs: 15k, looping 3 max

Delivery of Materials: Text links due 4 business days prior to start date. Tile and banners due 1 day prior. Send materials and insertion orders to Media Services, email: advertising@motorplace.com (note agency/advertiser in subject line) or fax to: 206.256.0432.

Contact: Any questions regarding advertising, sponsorships or promotions please contact: Ann Dion, The Cobalt Group, Inc., 2200 First Avenue South, Suite 400, Seattle, WA 98134, p: 206.219.8132, e: adion@cobaltgroup.com, f: 206.256.0432.



If it's automotive and it's Internet, it's Cobalt.