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NIADA BOOTH #1200

**AUTOTRADECENTER EXECUTIVES TO DISCUSS BEST PRACTICES
FOR IMPROVING DEALER SALES, PROFITABILITY AT NIADA 2006**

LAS VEGAS, NIADA CONVENTION & EXPO 2006, June 6, 2006—AutoTradeCenter, Inc. (ATC), the leading online auction company for buying and selling wholesale vehicles, today announced that ATC executives will participate in two separate industry panels at the 60th Annual National Independent Automobile Dealers Association (NIADA) Convention and Expo, being held at the Las Vegas Hilton today through Sat., June 10th. In addition to executive visibility at the show, ATC will be exhibiting at NIADA from Thurs., June 8th to Sat., June 10th in Booth #1200. Attendees are encouraged to stop by and view a demonstration of ATC's new and improved ATC Open, a full-service online marketplace unveiled just yesterday that allows licensed dealers to acquire wholesale vehicles more cost efficiently than physical auctions. To commemorate this event, ATC is offering 30 percent discounts off transportation costs on any vehicles purchased on ATC Open from Mon., June 5th through Tues., July 4th.

ATC executives will be speaking at the following NIADA sessions:

EXECUTIVE SPEAKING PANEL #1

Who: Scott Cross, chief financial officer, ATC

What: *What's Happening in 2006 and How it Affects Your Dealership*

When: Friday, June 9, 2006, 3:00-5:00 p.m. PDT

Where: NIADA Convention & Expo, Las Vegas Hilton, Ballroom E

This discussion will focus on what the most critical issues facing independent dealers and affecting dealership profitability have been thus far in 2006, what to expect in the coming year, and how to increase your dealership's effectiveness using this knowledge.

EXECUTIVE SPEAKING PANEL #2

Who: Andrew Iorgulescu, vice president of business development, ATC

What: *Acquiring Inventory Electronically-Best Practices for Independent Auto Dealers*

When: Saturday, June 10, 2006, 8:00-9:30 a.m. PDT

Where: NIADA Convention & Expo, Las Vegas Hilton, Ballroom E

This second panel features five experts, including ATC's Andrew Iorgulescu, presenting five reviews of free Internet tools currently available to independent auto dealers. The discussion will cover best practices for identifying, purchasing and selling retail and/or wholesale vehicles faster and for more profit using electronic channels.

About AutoTradeCenter

AutoTradeCenter, Inc. (ATC) is the leading online auction company for automotive dealers to buy and sell wholesale used vehicles. The company offers proven, end-to-end auto remarketing products and services to auto manufacturers, captive finance companies, lease and rental companies, financial institutions and wholesale auto auctions. ATC powers successful online remarketing programs for Audi Financial Services, American Honda Finance, Chase Manhattan Automotive Financial, Daimler Chrysler Financial Services, Ford Motor Credit, Porsche Financial Services, Volkswagen Credit, Enterprise Rent-a-Car, Subaru of America and several others. For more information, please visit www.autotradecenter.com or call +1-866-969-0321.

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