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KELLEY BLUE BOOK EXTENDS RELATIONSHIP WITH PROMAX ONLINE®

IRVINE, Calif., February 3, 2007 – Kelley Blue Book (www.kbb.com), the leading provider of new- and used-vehicle information, extends its relationship with Dealer Marketing Services Inc., makers of the industry leading front-end software, ProMax Online. As per the new agreement, Kelley Blue Book’s well-known and long-trusted used vehicle values will continue to be featured in the ProMax Online software applications. The extension of this 12-year relationship allows more than 700 franchise dealerships nationwide the ability to appraise trade-in vehicles and feature Kelley Blue Book used retail vehicle values.

“Dealer Marketing Service’s partnership with Kelley Blue Book has contributed to the success of ProMax Online for more than a decade,” said Rob Pearson, sales and licensing director, ProMax Online. “Kelley Blue Book has grown with us and been a terrific business partner making us more useful to our dealer customers and more competitive in the marketplace.”

Through Kelley Blue Book’s syndication program, used vehicle values are automatically updated into the ProMax Online service allowing dealers to obtain the most up-to-date used vehicle values. Part of the new syndication relationship includes republication rights, or the right to use the Kelley Blue Book logo to more effectively market used vehicles to consumers.

“Kelley Blue Book has grown along with ProMax Online helping bring Kelley Blue Book values to more and more dealers nationwide,” said Sherrell Kovach, manager, automotive partners, Kelley Blue Book. “It’s clear that Kelley Blue Book values have been a crucial part of the sale for so many dealers for such a long period of time.”

Data syndication products available from Kelley Blue Book include new and used vehicle data as well as motorcycle data. Data can be customized for your business needs, utilizing XML tags or API with VIN decoding. Contact syndication@kbb.com for more information.

About Kelley Blue Book (kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company’s top-rated Web site, kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. kbb.com is rated the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

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