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KELLEY BLUE BOOK'S KBB.COM TO OFFER LOCALIZED VIDEO ADS FOR DEALERS

IRVINE, Calif., February 4, 2008 — Kelley Blue Book (www.kbb.com), the leading provider of new and used vehicle information will be the first of the major third-party automotive Web sites to offer video advertising opportunities to dealers on its Web site kbb.com, which reaches more than 13 million unique visitors each month. For the first time, dealers can participate in a targeted video advertising program on one of the top new-vehicle shopping destinations specifically targeting in-market car-buyers in their metro area.

The Video Dealer Advertising program is unique in that it allows franchise dealers to purchase advertising by exclusive territories, featuring only one vehicle make per county. Kelley Blue Book captures the zip code of kbb.com visitors and serves them regional prices and values along with targeted video ads for their local areas. The new video ads are bigger and better than ever before allowing dealers to reach out to local buyers with tailored messages and links back to specified pages within the dealer's Web site.

"In a tough vehicle market video provides dealerships the opportunity to really bring the brand to life and create an emotional connection with for prospective car buyers," said Joe Vraneza, vice president, dealer sales. "A video ad on a trusted and well-known site like kbb.com is the most cost-effective way for dealers to increase brand recognition and make special offers to targeted shoppers in their areas."

One of the first dealerships to take advantage of the new offering on kbb.com is the MileOne Automotive Group, made up of 28 vehicle brands, 64 dealerships and more than 15,000 new and used vehicles in its stock along the Atlantic Coast from Pennsylvania to North Carolina. A preview of their new video ad can be seen at www.800bluebook.com/MOvideo.

"MileOne has been working with Kelley Blue Book for almost three years, from advertising to lead generation, and has seen an influx of shoppers who have come to our Web site and our showrooms based on the exposure we have received on kbb.com," said David Metter, chief marketing officer, MileOne Automotive Group. "Our new video ad units on kbb.com will allow us to further develop our brand locally and drive more Internet traffic to our dealership sites and ultimately sell more cars."

Pricing for the new video advertising units is exactly the same as a regular ad, a video unit on Kelley Blue Book, The Trusted Resource[®], does not cost a penny more. The base dealer-advertising program on kbb.com is based on vehicle make and market at a fraction of the cost of a local newspaper ad. Ad space can be purchased in three, six or 12 month blocks and typically be up and running on the site in a week or less.

Current advertisers have first-right of refusal in renewing their terms to continue to be the exclusive featured make and dealer in their territory.

For additional information visit: www.800bluebook.com, or at the company's NADA booth #6441S.

About Kelley Blue Book (www.kbb.com/sitemap)

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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