

kbb.com Launches Web Site Optimized for iPhone and iPhone 3G

iPhone Users Can Now Access KBB Pricing, Video Reviews, Dealer Price Quotes

Kelley Blue Book's <http://www.kbb.com/>, the leading provider of new car and used car information, today announces the launch of its Web site optimized for iPhone users. The free, feature-rich mobile site provides iPhone, iPhone 3G and iPod Touch users access to Kelley Blue Book's top-rated Web site, <http://www.kbb.com/>, to obtain new and used vehicle information. In addition, with the new kbb.com Web application, iPhone users will have the ability to view kbb.com videos, images, new car reviews (<http://www.kbb.com/kbb/NewsAndReviews/default.aspx>) and submit free dealer price quotes.

"Utilizing the kbb.com iPhone mobile Web site gives car shoppers an opportunity to quickly view reliable and trusted vehicle information from just about anywhere," said Andy Lapin, director of architecture for Kelley Blue Book's kbb.com. "Whether the shopper is sitting at home or standing on the dealership lot, they can easily locate Kelley Blue Book's new and used car information with a few simple stokes to ensure they are making the right choice and getting a great deal."

All iPhone 3G, first generation iPhone and iPod Touch users can access Kelley Blue Book's kbb.com Web application. By locating the application through the Safari Web browser, users have the ability to bookmark the site and save it to their home-screen, making new- and used-car information readily available. If consumers would like to access the full kbb.com Web site, they also can do so by clicking a link available within the application.

iPhone users will be automatically directed to the optimized Web site when they access <http://www.kbb.com/> from their iPhone.

About Kelley Blue Book (<http://www.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, <http://www.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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kbb.com is a leading provider of new car prices (<http://www.kbb.com/kbb/NewCars/default.aspx>), car reviews (<http://www.kbb.com/kbb/NewsAndReviews/default.aspx>) and news (<http://www.kbb.com/kbb/LatestNews/Default.aspx>), used car blue book values (<http://www.kbb.com/kbb/LatestNews/Default.aspx>), auto classifieds (<http://www.kbb.com/kbb/Classifieds/default.aspx>) and car dealer (<http://www.kbb.com/kbb/FindaDealer/Default.aspx>) locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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