J.D. Power and Associates and Hachette Filipacchi Media U.S. Content to Be Featured on Kelley Blue Book's kbb.com

Kelley Blue Book's Alliance Duo Will Bring Consumers a One-Stop-Shop for The Most Trusted Third-Party Automotive Information on the Web

Kelley Blue Book, the trusted resource for used and new car information, has signed agreements with J.D. Power and Associates and Hachette Filipacchi Media U.S., publishers of Car and Driver and Road & Track to bring new and meaningful automotive information to the visitors of kbb.com . Content from these two companies is expected to be available on the Kelley Blue Book Web site by the end of the year.

"These agreements continue our strategy of bringing together the best of brands for consumers," said Stephen Henson, vice president of marketing and business development. "While Kelley Blue Book is the authority on vehicle pricing information, J.D. Power and Associates is known for quality and customer satisfaction research and Car and Driver and Road & Track for their in-depth reviews."

Kelley Blue Book plans to offer J.D. Power and Associates' well-respected vehicle ratings for more than 2,700 vehicle models including ratings for quality, long-term reliability, performance and style.

"According to our research, Kelley Blue Book's Web site has been the most frequently visited automotive site for the past five years," said Peter Marlow, partner, J.D. Power and Associates. "Combining their reputation and reach, with our popular vehicle-rating system provides consumers with accurate and unbiased vehicle information to help them make more informed decisions."

Published buyer's guides with links to complete road tests and reviews from two of the most respected titles in automotive media, Car and Driver and Road & Track will soon be available to those researching specific vehicles on kbb.com . Additionally, site visitors looking for just one more independent review of a vehicle will be able to link to Car and Driver's 'User Road Tests' to read what actual vehicles owners say about their cars. Consumers will also have the ability to post their own reviews to the Car and Driver site.

About Kelley Blue Book

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive information site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com ; one in every four people who purchase vehicles visit and utilize kbb.com .

About J.D. Power and Associates

Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services firm operating in key business sectors including market research, forecasting, consulting, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions

of consumers annually.

About Hachette Filipacchi Media U.S.

Car and Driver and Road & Track, the automotive magazine leaders with a combined readership of 12 million, are published by Hachette Filipacchi Media U.S. Inc. (HFM U.S.), the New York-headquartered subsidiary of Hachette Filipacchi Medias. Car and Driver and Road & Track are the most comprehensive enthusiast automotive publications in the world, holding unique positions with authoritative journalism and delivering the most complete vehicle and performance data. Their popular online extensions, www.caranddriver.com and www.roadandtrack.com provide online visitors with complete editorial content, archives, interactive buyer's guides and more. The Car and Driver Television series on TNN is watched by more than 2 million viewers weekly.

HFM U.S. reaches 50 million readers in the U.S. through its 18 titles which also includes American PHOTO, Boating, Car and Driver, Cycle World, Elle, Elle Decor, ELLEgirl, Flying, Home, Metropolitan Home, Mobile Entertainment, Popular Photography, Road & Track, Sound & Vision, Travel Holiday, Woman's Day, and Woman's Day Special Interest Publications. HFM U.S. also includes custom publishing, integrated marketing, database and market research as well as Hachette Enterprises. Hachette Filipacchi Media U.S., Inc. (HFM U.S.) is a subsidiary of Hachette Filipacchi Medias, a division of Lagardere SCA.

Safe Harbour: This release includes some forward-looking statements based upon agreements and information currently available Kelley Blue Book Management. Actual results of these agreements may differ from those anticipated and or stated in this release. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances.

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SOURCE: Kelley Blue Book

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