Kelley Blue Book® Announces Content Agreement with Yahoo! Autos

One of the Nation's Most Respected Names in Vehicle Valuation Offers In-Depth Resources with Unique Options to Empower Car-Buying Consumers

Kelley Blue Book® (http://kbb.com/), a leading automotive resource on the Web, announced today it has been selected by Yahoo!® Autos (http://autos.yahoo.com/) to provide Yahoo! consumers with vehicle valuation information.

Through Kelley Blue Book's 74 years of compiling vehicle valuation information, consumers using Yahoo! Autos can pinpoint the value of their vehicles with the most robust database available -- coupled with several unique interactive selection options, including data history, regional valuation and vehicle condition.

"This relationship will enable Kelley Blue Book to extend our reach to an even broader audience," said Stephen Henson, vice president of marketing and business development, Kelley Blue Book. "Our presence on Yahoo! Autos will further advance our goal to 'empower' the car-buying consumer by offering unbiased, accurate information."

"We are delighted to integrate Kelley Blue Book's content into Yahoo! Autos, and we feel their vehicle valuation information is a great addition to the tools and services we already offer to Yahoo! consumers seeking car-buying information," said David Lundell, producer, Yahoo! Autos.

About Yahoo! Autos:

By steering consumers to car information, merchant services and nationwide car listings and inventories, Yahoo! Autos helps consumers make informed decisions. Users of Yahoo! Autos can access auto industry news and reviews; obtain car history and reports; review financing and insurance information; check out maintenance options; access the latest polls; bid, browse and buy through online car auctions; fill automotive product needs; register vehicles for maintenance reminders and service record storage; meet with others in online car communities and follow auto-related sports events.

About Kelley Blue Book:

Since 1926, Kelley Blue Book has been the nation's de facto standard in automotive pricing and value information. As an automotive icon, Kelley Blue Book maintains some of the strongest brand equity and name recognition in the world. Today, as one of the nation's most popular automotive web sites, kbb.com receives nearly a quarter billion "hits" per month -- attracts 3 million unique visitors each month and generates over 21 million pricing reports on new and used vehicles every month. Kelley Blue Book continues to enhance the consumer experience, positioning the company as a one-stop shopping guide for the car buyer. For more information please visit http://www.kbb.com/.

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SOURCE: Kelley Blue Book

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