

Vehicle Cost of Ownership Information From PRIMEDIA's IntelliChoice to Be Featured on Kelley Blue Book's kbb.com

Kelley Blue Book, the trusted resource for used and new car information, has signed a strategic partnership agreement with PRIMEDIA's IntelliChoice to bring vehicle "cost of ownership" information to consumers researching new cars on kbb.com .

IntelliChoice's cost of ownership tool compiles the average amount of money it will cost to own and operate a vehicle over a standard five year period. The ability to review and understand these costs can save consumers hundreds of dollars and help them to make better overall financial decisions when considering buying a new vehicle. Cost of ownership information is expected to be available on kbb.com by the end of the year.

"Kelley Blue Book is a well respected industry leader for trusted vehicle information and IntelliChoice is delighted to be able to provide their users with essential cost of ownership information that will help them make wise automotive purchase decisions," said Dave Wurster, publisher of PRIMEDIA's IntelliChoice.

When determining the cost of ownership IntelliChoice looks at depreciation, financing, insurance, state fees, repairs, maintenance, and other applicable fees. IntelliChoice will also provide an unbiased value rating for the vehicle. This value is based on how much it will cost to own and operate the vehicle compared to its purchase price.

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 PRIMEDIA's IntelliChoice

Founded in 1986, PRIMEDIA's IntelliChoice is the first and leading company that develops and distributes consumer automobile ownership data, ratings of vehicles based on their consumer value, leasing cost data and Certified Pre-Owned Program analysis. More information can be found on the IntelliChoice Web site, www.intellichoice.com .

About PRIMEDIA

One of the world's most innovative media companies, PRIMEDIA is pioneering the concept of targeted scale through its combination of traditional and new media properties. The company capitalizes on its focused content across print, television, the Internet and live events to offer highly effective integrated advertising and marketing solutions in some of the most sought after advertising demographic sectors including teens, automotive, outdoor, luxury, real estate and business-to-business segments. With 2001 sales from continuing businesses of \$1.6 billion,

PRIMEDIA is the #1 special interest magazine publisher in the U.S., producing more advertising and editorial pages through its more than 250 titles including Seventeen, Automobile, Motor Trend, New York, Fly Fisherman, Power & Motoryacht, Telephony, Ward's Auto World and American Demographics, than any other media company. It is also the #1 producer/distributor of specialty video with 18 satellite and digital video product lines, including Channel One Network; and the #1 news and information group on the Internet, led by About.com . PRIMEDIA's stock symbol is: NYSE: PRM. More information about the company can be found at www.primedia.com .

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