

# Kelley Blue Book and Univision Sign Agreement to Bring Expert Used Car Values to Univision.com

Kelley Blue Book, the trusted resource for used and new vehicle information, has signed an agreement with the No. 1 Hispanic Internet portal adding vehicle information and values to Univision.com's 'autos' section.

"Univision.com has a history of providing our users with premium content and reliable services from credible sources," said Javier Saralegui, President, Univision Online, Inc. "As we built-out our Auto channel, we felt it was essential to continue this practice by incorporating the most reliable automotive pricing information available. For this reason, we have added Kelley Blue Book content."

This agreement marks a turning point for Kelley Blue Book, as it is the first time vehicle information will be available in Spanish outside of the company's own Web site. By logging onto [www.univision.com](http://www.univision.com) and clicking on "autos," Spanish-speaking consumers can now access more than 17,000 used vehicle values dating back to 1982.

"This is just the first step in a long-term strategy to bring our content to a wider audience," said Stephen Henson, vice president of marketing and business development. "Working with Univision allows us to begin meeting those goals by bringing Kelley Blue Book to the largest Spanish-speaking audience on the Net."

Kelley Blue Book plans to work closely with additional Spanish language companies to have all of Kelley Blue Book's comprehensive and unbiased vehicle content translated for the Hispanic community.

## 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](http://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](http://kbb.com); one in every four people who purchase vehicles visit and utilize [kbb.com](http://kbb.com).

## About Univision and Univision Online

Univision Communications Inc. (NYSE: UVN) is the premier Spanish-language media company in the United States. Its operations include: Univision Network, the most-watched Spanish-language broadcast television network in the U.S. reaching 97% of U.S. Hispanic households; TeleFutura Network, the new 24-hour general-interest Spanish-language broadcast television network reaching 73% of U.S. Hispanic Households; Univision Television Group, which owns and operates 22 television stations; TeleFutura Television Group which owns and operates 31 television stations; Galavision, the country's leading Spanish-language cable network; Univision Music Group, which includes the Univision Music label, Fonovisa Records label, Rudy Perez Enterprises label and a 50% interest in Mexican based Disa Records label as well as Fonomusic and America Musical Publishing companies; and Univision Online, the premier Internet company in the U.S. Hispanic market reaching 80% of the nation's Spanish-speaking online audience at <http://www.univision.com/>. Univision Communications is headquartered in Los Angeles, with network operations in Miami and television

stations and sales offices in major cities throughout the United States.

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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