

Kelley Blue Book Receives 'Official Honoree' Distinction in 11th Annual Webby Awards

Kbb.com Recognized in Top International Competition for Web Sites

The Webby Awards, the leading international honor for the Web, today recognized Kelley Blue Book's kbb.com as an Official Honoree, a distinction that recognizes work exhibiting remarkable achievement. This is the company's second consecutive win as an Official Honoree.

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Web sites, Interactive Advertising, Online Film & Video, and Mobile Web sites. The awards are judged by the International Academy of Digital Arts & Sciences, a global organization that includes David Bowie, Harvey Weinstein, Arianna Huffington, Matt Groening, Jamie Oliver, internet inventor Vinton Cerf, and RealNetworks CEO Rob Glaser.

"The Webby Awards honors outstanding work that is setting the standards for the Internet," said David-Michel Davies, executive director of The Webby Awards. "Kelley Blue Book's kbb.com Official Honoree selection is a testament to the skill, ingenuity, and vision of its creators."

The 11th Annual Webby Awards received a record 8,000 entries from more than 60 countries including the United States. Out of more than 8,000 entries submitted, fewer than 15 percent received this honor and were deemed an Official Honoree.

"Kbb.com has made significant improvements over the last year, and have many more exciting additions to kbb.com in the near future," said Stephen Henson, executive vice president, consumer business and marketing, Kelley Blue Book. "We are committed to maintaining our status as the no. 1 automotive information site for both new- and used-vehicle shoppers, providing the necessary tools to help consumers complete their transactions when buying or selling a vehicle."

About Kelley Blue Book (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, 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 site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates eight years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; nearly one in every three American car buyers performs their research on kbb.com.

About The Webby Awards:

Hailed as the "Oscars of the Internet" by the New York Times, The Webby Awards is the leading international award honoring excellence on the Internet, including Websites, Interactive Advertising, Online Film & Video, and Mobile Websites. Established in 1996, the 11th Annual Webby Awards received a record 8,000 entries from all 50 states and over 60 countries worldwide. The Webby Awards is presented by The International Academy of Digital Arts and Sciences. Sponsors and Partners of The Webby Awards include: Adobe; The Creative Group; Verizon; AOL Video; dotMobi; Level3; Adweek; Fortune; Reuters; Variety; Wired; IDG; Brightcove; PricewaterhouseCoopers; 2advanced.Net; KobeMail and Museum of

the Moving Image.

About the International Academy of Digital Arts and Sciences (IADAS):

The International Academy of Digital Arts and Sciences is dedicated to the creative, technical, and professional progress of the Internet and interactive media. The Academy is an intellectually diverse organization that includes over 500 members consisting of leading experts in a diverse range of fields, such as musician David Bowie, Internet inventor Vinton Cerf, Naked Chef Jamie Oliver, The Body Shop president Anita Roddick, fashion designer Max Azria, "Simpsons" creator Matt Groening and Real Networks CEO Rob Glaser. The Webby Awards and The International Academy of Digital Arts and Sciences are registered trademarks of International Data Group. For more information, visit www.iadas.net.

SOURCE: Kelley Blue Book

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