

Kelley Blue Book® - kbb.com Announces Additions to Internet Sales Team; #1 Automotive Web Site to Open Offices in Detroit

Kelley Blue Book® (<http://www.kbb.com/>), the most visited automotive web site in the nation, is proud to announce the appointment of two senior internet advertising sales executives as the company opens new offices and increases its commitment to the Detroit marketplace.

Susan Makuch Brown brings 16 years media experience including her position as account director, General Motors at NetZero where she handled all facets of the relationship between the two companies. Before that she served in account management for several media organizations, including Garden.com, Laine Meyers Publishers Reps, B.A. Perry & Associates and Entertainment Publications.

Carol Paruch served in sales and account management for several internet media firms, including Away.com, Garden.com, and L90 Internet Rep Firm. She also was a print sales representative for Laine Meyers Publishers Reps and before that was an account manager at Campbell-Ewald Advertising.

"We're extremely proud to have such experienced media account executives on our sales team," says Robin Cooper, director of advertising at Kelley Blue Book. "Based out of our new Detroit office, both women will help bolster kbb.com's hands-on commitment to the automotive marketplace."

About Kelley Blue Book:

Marking its 75th Anniversary this year, Kelley Blue Book continues to be relied upon by the industry and trusted by consumers as the standard in automotive pricing and value information. Kelley Blue Book has educated and empowered both consumers and retailers. Today, kbb.com is the nation's most popular automotive web site. It attracts over 4 million unique visitors each month, as well as the greatest number of in-market new and used car shoppers.

For more information please contact Art Rothafel at 714-989-3100 ext. 2834 or visit the company's website at <http://www.kbb.com/>.

For further information, please contact: Stephen Henson, V.P. Marketing / Business Dev. of Kelley Blue Book, +1-949-770-7704, henson@kbb.com; or Art Rothafel of AIR & Associates, +1-714-989-3100, ext. 2834, arothafel@onebox.com, for Kelley Blue Book.

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