

Kelley Blue Book's kbb.com Hosts Press Conference to Announce Best Resale Value Awards

Top Automotive Executives to Attend Awards Ceremony at California International Auto Show on October 5

What: Kelley Blue Book's kbb.com to host a press conference at the California International Auto Show announcing the winners of Kelley Blue Book's 2006 Best Resale Value Awards. Thirteen vehicles will be recognized for their exceptional and sustained value. Kelley Blue Book also will name the brand with the best resale value across its entire fleet.

Where: California International Auto Show Media Preview Day
Kelley Blue Book's press conference will be located in the Anaheim Convention Center atrium

Anaheim Convention Center
800 West Katella Ave
Anaheim, CA 92802

When: The press conference and award ceremony will begin promptly at 9:40 a.m. Pacific

Who: Hosting the ceremony will be Kelley Blue Book's President and CEO, Paul Johnson, and Editorial Director and Executive Market Analyst, Jack R. Nerad. Top executives from a variety of manufacturers will also be in attendance to accept awards.

For more information about the California International Auto Show, please visit, www.caautoshow.com

For more information about Kelley Blue Book, please visit www.kbb.com/media.

For more information regarding Kelley Blue Book's Best Resale Value Awards, please contact Robyn Eckard at 949-268-3049.

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Car buyers have rated kbb.com No. 1 in overall customer satisfaction and experience, according to a survey by Keynote Systems. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every three American car buyers complete their research on kbb.com.

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SOURCE: Kelley Blue Book

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