

KBB.com Launches Photo Edition of Its New-Car Perfect Car Finder®

Using Microsoft® Silverlight™, Kelley Blue Book Establishes a Rich, Engaging Consumer Experience

Kelley Blue Book's <http://www.kbb.com/>, the leading provider of new- and used-vehicle information, today announces the launch of Perfect Car Finder®: Photo Edition. This enhanced version of Kelley Blue Book's new-car Perfect Car Finder allows the consumer to explore and view new vehicles using Microsoft Silverlight Deep Zoom technology, providing a more visually engaging experience to help shoppers find their next new vehicle.

Using the <http://www.kbb.com/> Perfect Car Finder, new-car shoppers can narrow down their ideal new car by make and model, body style, category, retail price and miles per gallon. Once they have selected their vehicle, Deep Zoom technology allows shoppers to zoom-in with immense detail and easily pan across multiple images. Each image provides basic model information and links to a vehicle overview, pricing, free dealer price quotes, additional photos and video reviews on Kelley Blue Book's <http://www.kbb.com/>, making it simple for new-car shoppers to find the vehicle that best meets their needs.

"Enhancing this key online automotive tool allows consumers to search for the perfect car with ease," said Dominic Tham, solution architect for Kelley Blue Book's kbb.com. "Consumers use their own criteria to find what they are looking for, and the new interactive platform helps provide a wealth of information in a very visually engaging, easy-to-use format."

Microsoft Silverlight is a cross-browser, cross-platform and cross-device plug-in for delivering the next generation of media experiences and rich interactive applications for the Web. This technology gives kbb.com visitors a more visual and interactive car-shopping experience by providing vehicle information in a superior media format. "Silverlight enables our customers to quickly create rich and interactive experiences," said Scott Kerfoot, director of strategy, Microsoft.

There are currently more than 330 vehicle models in kbb.com's Perfect Car Finder: Photo Edition, with more new models slated to be added in the near future. For more information about the Perfect Car Finder: Photo Edition, visit <http://www.kbb.com/pcfphoto>.

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About Kelley Blue Book (<http://www.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, <http://www.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 and the most visited auto site nine years in a row. <http://www.kbb.com/> is a leading provider of new-car prices, car reviews and news, used-car blue book values, auto classifieds and car dealer locations. 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.

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