Kelley Blue Book Sponsors Press Days at 2007 New York Auto Show

Company Highlights New Vehicle Information, Analysis and kbb.com as No. 1 Site among New Vehicle Buyers

The Trusted Resource®, Kelley Blue Book, the most visited new-vehicle shopping site is once again an official sponsor of press days and the media center at the New York International Auto Show, April 4 and 5, 2007 at the Jacob Javits Convention Center in New York City. The sponsorship will highlight kbb.com's strong industry leadership position as the most-visited vehicle information site among new vehicle buyers, its timely and accurate new-vehicle data and pricing, as well as expert insight available to the media throughout the year.

Kelley Blue Book's long-term campaign message for the New York International Auto Show is, "New or Used, You Can Quote Us on It." While best known for its used vehicle values, Kelley Blue Book has been collecting and publishing new vehicle data, pricing and information since 1965 and making it available to more than 12 million unique vehicle shoppers each month on its No. 1 Web site, kbb.com. Kelley Blue Book will have its new-vehicle data and pricing on-hand for all registered media.

This year Kelley Blue Book will prominently feature its consumer Web site kbb.com as well as expert industry analysis from Executive Editorial Director and Executive Market Analyst, Jack R. Nerad in a campaign, 'Ask Jack, Ask kbb.com.' With its industry leading Web site and analytical expertise of Nerad, Kelley Blue Book can provide the media with an array of commentary and information they can depend on, from a name their readers know and trust.

Kelley Blue Book will be onsite at the New York Auto Show to assist the media with their stories. Kelley Blue Book's Jack Nerad will be on-hand to provide expert commentary on manufacturers, vehicle introductions and automotive technologies. For more information, please contact Robyn Eckard, director of media relations any time before or during the auto show at 323-547-5102.

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.

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SOURCE: Kelley Blue Book

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