

KELLEY BLUE BOOK APPOINTS MEDIA SALES EXECUTIVES FOR NEW DETROIT, SOUTHERN CALIFORNIA OFFICES

IRVINE, Calif. - Dec. 04, 2001 - Kelley Blue Book (www.kbb.com) today announced the appointment of three media sales executives to its new in-house advertising and business development team. The three will operate from offices established by the company in Detroit and Southern California.

In announcing the appointment, Stephen Henson, Vice President of Marketing and Business Development, said PFISpindler would be responsible "for enhancing the awareness of Kelley Blue Book as the most trusted automotive resource for consumers and the industry."

Robin Cooper, Kelley Blue Book director of advertising and business development for kbb.com, the nation's number one automotive web site, said the new Kelley team would be responsible for all of the company's online advertising and OEM business development. That function, which has been handled by Double Click, an online advertising sales firm, is being transitioned in-house, as of January 1, 2002.

Heading up the kbb.com Detroit office are Susan Brown and Carol Paruch, as Senior Sales Managers-Detroit. Timothy Hand, as Western Director-Advertising and Business Development, will manage the Southern California office. All three bring substantial automotive advertising sales experience to their posts.

"This is a team with an impressive record of success in generating automotive advertising sales," said Cooper. "They will enhance the reputation of Kelley Blue Book as the most trusted automotive resource and contribute to the continuing, substantial increase in advertising on kbb.com." Cooper has moved quickly to assemble her in-house team, having joined the company in mid-year. She formerly was Double Click Group Publisher-Automotive/Women's/Health.

In Detroit, Brown previously served with NetZero, as Director of its General Motors account. Prior positions include Midwest Account Manager for Garden.com; Account Manager for Working Mother and Corp! magazines, and Sales and Marketing Director for B.A. Perry & Associates, Detroit area marketing and communications firm.

Paruch was formerly Midwest Sales Manager for Away.com and Outsideonline.com, with primary responsibility for automotive advertising. Previously, she held advertising sales posts with Garden.com, L90 and Laine Meyers, publishers representatives. From 1993 to 1997, she was an account manager with the Campbell-Ewald Advertising Agency.

The Detroit office is located at 3221 W. Big Beaver, Suite 303, Troy Michigan 48084. The phone number is (248) 637-7500.

Hand previously was Director of Sales for BizRate.com. Hand's prior positions include Southwest Regional Sales Manager for Salon; District Manager for InfoSeek, Sales Representative for Time and Money magazines, and Account Executive for Times Mirror magazines and the Los Angeles Times. In all of his previous posts, his primary advertising sales assignments were focused on the automotive industry. Hand will be based at Kelley Blue Book's headquarters in Irvine.

About Kelley Blue Book 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, 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 Web site among both new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com.

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