CARS.COM AND KELLEY BLUE BOOK JOIN FORCES ON BUYING, SELLING AND VEHICLE PRICING

Sites to Capture Largest Audience of Car Shoppers on the Web

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IRVINE, Calif. AND CHICAGO, November 11, 2003 - Cars.com, a leader in online automotive classifieds, and Kelley Blue Book (kbb.com), the trusted resource for automotive information, today announced a strategic partnership under which cars.com will exclusively power Kelley Blue Book's 'Blue Book Classifieds' and 'Buy Used' channels on the No. 1 automotive information site kbb.com. As part of the agreement, Kelley Blue Book will become the exclusive provider of used vehicle value information on cars.com and its hundreds of affiliate sites.

Effective in January 2004, the multi-year deal will bring together Kelley Blue Book's trusted vehicle pricing information with cars.com's complete inventory of more than 9 million used-vehicles annually to provide consumers and dealers the most comprehensive resource for pricing, buying and listing used vehicles.

"The combination of Kelley Blue Book's timely and trusted values with cars.com's leading dealer products makes us the most powerful used car force in the market. Our dealer customers, advertisers, and private party sellers will have access to the largest, most qualified audience of automotive shoppers and consumers will have the pricing information and selection to support their car-buying decision," said Mitch Golub, general manager of cars.com. "Together, cars.com and Kelley Blue Book will reach more automotive intenders than any other site on the Web."

Once content integration is complete, dealers and private party sellers will be able to obtain Blue Book values as well as list vehicles for sale through cars.com or 'Blue Book Classifieds.' Additionally, shoppers will be able to search the most complete inventory of used vehicles on cars.com and kbb.com to find the exact car they are looking for and a seller who has it.

"Cars.com not only provides a great consumer experience for both classifieds and for sale by owner, but allows us to continue to brand these features as 'Blue Book Classifieds' (powered by cars.com), something we have found to be very important from a trust standpoint from our users," said Stephen Henson, vice president of sales, marketing and business development for Kelley Blue Book. "This agreement also provides a unique opportunity to syndicate Kelley Blue Book values across cars.com and its network of outlets as well as provides opportunities to work with dealers leveraging our respective strengths."

The agreement bolsters the independent success achieved by both companies since their inception on the Internet. Together, cars.com and Kelley Blue Book will reach more than 8.5 million visitors each month and will, according to J.D. Power and Associates, touch more than half of all online car shoppers. Terms of the deal are undisclosed.

About cars.com

Partnered with more than 170 leading metro newspapers and television stations across the nation, cars.com is a comprehensive online resource for buying and selling a vehicle. The site places vehicle listings from more than 4500 dealers

alongside nationwide classified advertising and private-party listings to offer consumers the best selection of new and used cars online, as well as the content, tools and advice to support their shopping experience. Cars.com combines powerful inventory search tools and new-car configuration with pricing information, photo galleries, buying guides, side-by-side comparison tools, original editorial content and reviews to help millions of consumers connect with local sellers each month. Launched in June 1998, cars.com is a division of Classified Ventures, LLC, (http://www.classifiedventures.com), which is owned by six leading media companies. For more information, visit www.cars.com.

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. Kbb.comis a leading provider ofnew car prices,car reviewsandnews, used car blue book values, auto classifiedsandcar dealer locations. No other medium reaches more in-market vehicle shoppers than kbb.com.

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