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LAS VEGAS, NADA CONVENTION BOOTHS # 4321 and # 4846, January 31, 2004 - Cars.com, a leader in online automotive classifieds, today announced the launch of its exclusive partnership with Kelley Blue Book (www.kbb.com). Cars.com now provides 'Blue Book Classifieds' on the No.1 automotive information site, meaning cars.com's dealers will have access to the largest audience of used vehicle buyers on the Web. Together, the sites will reach more than half of all online used car shoppers.

"Through our affiliation with hundreds of local newspapers, cars.com has always delivered the highest quality audience of in-market car buyers," said Mitch Golub, general manager of cars.com. "The launch of our partnership with Kelley Blue Book provides dealers with a connection to even more ready-to-buy consumers, and is a sign of our ongoing commitment to quality and dealer success."

With a single advertising buy on cars.com, dealers' used vehicle listings will now seamlessly appear on cars.com, its network of 180 media Web sites and 'Blue Book Classifieds.' Buyers visiting any of these sites will be able to connect with dealers in several ways, including a dedicated toll-free number, e-mail inquiries, links to the dealer's Web site, or directions to the dealership. All advertising activity will be included in cars.com's comprehensive OnlineAdReports, helping dealers monitor their traffic and measure results.

"In an effort to provide dealers with the best possible experience, we chose to partner with top-tier site cars.com, recognized three years in a row by J.D. Power and Associates as having the highest overall satisfaction by dealers," said Stephen Henson, executive vice president, sales and marketing for Kelley Blue Book. "It has always been important to Kelley Blue Book to align ourselves with companies that provide both dealers and consumers with a quality service and a great online experience."

In addition to its position on 'Blue Book Classifieds,' cars.com will exclusively power the 'Sell Your Car' channel on 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 co-branded affiliate sites in April.

About cars.com
More than 5000 dealers recognize cars.com as the partner to help increase sales, manage prospects and drive repeat business. Partnered with 180 leading metro newspapers and television stations across the nation, cars.com helps dealers promote their dealerships and connect with informed, ready-to-buy consumers. Cars.com's Online AdPackage offers dealers four different ways to capture qualified consumers - telephone, e-mail, Web site referral and walk-in. Launched in June 1998, cars.com is a division of Classified Ventures, LLC, which is owned by six leading media companies. To become a cars.com dealer or learn more about cars.com products and services, visit www.dealers.cars.com or call 1-800-298-1460.

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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