

ADICIO MAKES KELLEY BLUE BOOK'S NEW- AND USED-VEHICLE VALUES AVAILABLE TO AUTOMOTIVE CLASSIFIED SITES

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IRVINE , Calif., June 6, 2007 - Kelley Blue Book (www.kbb.com), the leading provider of new- and used-vehicle information, has signed an agreement with Adicio, a top supplier of Web-based, private-label classified advertising software and solutions for automotive advertisers, to include Kelley Blue Book's trusted vehicle values in their all-new updated automotive Web platform. Kelley Blue Book's new-and used-vehicle retail, trade-in and private party values will be available to Adicio's client base, providing accurate and timely values.

"Our partnership with Kelley Blue Book enables our clients to have instant access to one of the most widely accepted and trusted sources of automotive values," said Deep Menon, General Manager - Motors, Adicio. "It's gratifying to know that we are able to provide our clients with this industry-leading resource."

In addition to values, Kelley Blue Book will also provide additional content to meet Adicio's specific needs such as new-vehicle reviews and advice articles from the editors at Kelley Blue Book's kbb.com.

"This relationship with Adicio creates an opportunity to help facilitate automotive research and purchasing cycles," said Leo Drew, executive vice president, customer segments and strategy, Kelley Blue Book. "Providing Kelley Blue Book's values to Adicio's clients ultimately helps consumers feel confident they are paying a fair price and helps facilitate some of the challenges in closing a sale."

Adicio is now providing their automotive software platform including Kelley Blue Book values to clients reaching millions of consumers each day, including The Wall Street Journal and San Diego Union Tribune. Adicio is now the newest member of the Kelley Blue Book's comprehensive group of online partners, in addition to organizations and Web sites in the automotive, finance, banking and governmental industries.

Syndication products available from Kelley Blue Book include new-and used-vehicle web and data products, New Vehicle Reviews, KBB Content & Tools. Contact syndication@kbb.com for more information.

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.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.
