CDMdata, Inc. Recognized as Crucial to Online Success

National Car Sales Named Used Car Dealer of the Year with Company's Products and Services as Platform

IRVINE, Calif., Feb. 24 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces that National Car Sales, named DealerRater.com's Used Car Dealer of the Year for 2009, has recognized the company for its support in receiving this award through CDMdata products and services. CDMdata provides National Car Sales with its DigitalLot® Solution, allowing dealerships to more effectively manage and market its pre-owned car inventories, and hosts National Car Sales' Web site inventory display with its DigitalLot Web product. In addition, National Car Sales integrated trusted Kelley Blue Book® Suggested Retail and Trade-In Values to its Web site to instill consumer confidence when purchasing a vehicle.

"We know how imperative it is to provide extensive information to customers researching inventories online. Considering the volume of monthly retail sales, we searched for vendor partners that provide products and services with the level of quality and automation that allow us to control our own destiny and success," said David Pilcher, executive vice president of National Car Sales. "CDMdata has been at the core of this strategy for more than seven years. Their technology and support has enabled us to achieve success and provide award winning customer service."

CDMdata's DigitalLot Solution captures and displays photos, creates videos, provides Kelley Blue Book® Digital Window Stickers and values, and promotes dealership inventories online faster, resulting in more sales. Consumers benefit from enhanced, accurate vehicle information while dealerships leverage a decreased time to market for their Web site and online classifieds.

"CDMdata is thrilled National Car Sales has been recognized as DealerRater.com's Used Car Dealer of the Year for 2009," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "We continuously strive to provide dealers with the most efficient marketing tools for selling cars. We are proud to be part of National Cars Sales' success."

For more information about Kelley Blue Book and CDMdata, dealer products, services and solutions, please visit www.800bluebook.com. For more information about DealerRater, please visit www.DealerRater.com.

About CDM Dealer Services and CDMdata, Inc. (www.cdmdata.com)

CDMdata, Inc. provides unparalleled technology and industry-leading service to the automotive industry. CDMdata, Inc. solutions increase client revenues by increasing productivity and data accuracy. CDM provides proprietary hardware and software solutions that streamline inspection, valuation, distribution, marketing and Internet sales processes. CDM's flagship product is the DigitalLot Solution, which provides automotive dealers with the hardware and software they need to manage the collection and distribution of automotive information over the Internet. CDMdata, Inc. is a Kelley Blue Book company. CDM Dealer Services is a wholly-owned subsidiary of CDMdata, Inc.

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. According to the C.A. Walker Research Solutions, Inc. - 2008 Spring Automotive Web Site Usefulness Study, kbb.com is the most useful automotive information Web site among 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.

About DealerRater.com

DealerRater.com was founded in 2002 as the first car dealer review website worldwide. DealerRater.com is committed to providing a central collection point for informative reviews. The site currently features more than 24,000 US and International car dealers and more than 65,000 user reviews. DealerRater.com provides the opportunity for users to search for car dealerships, read current reviews, write their own review, and find car deals - all for free. Car dealers are rated on the criteria of customer service, quality of work, friendliness, price and overall experience. DealerRater.com users also have the option to recommend the dealer to other users and provide a descriptive review. Website users and car dealerships may post free auto classified ads. DealerRater.com visitors may request vehicle quotes and Certified Dealers receive free vehicle leads.

SOURCE: Kelley Blue Book

Web site: http://www.kbb.com/

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