CDMdata, Inc., Enhances VideoLot Offering, Partners With UnityWorks! Media

Capture Attention of Online Car Shoppers with Company's Upgraded Video Product

IRVINE, Calif., March 11 /PRNewswire/ -- CDMdata, Inc., a Kelley Blue Book company, today announces its enhanced VideoLot product through a relationship with UnityWorks! Media, a leader in Web video advertising and interactive marketing solutions for the retail automotive marketplace. VideoLot allows dealerships to create a multi-dimensional view of each car in its online inventory, building interest in a specific vehicle thus keeping shoppers on the dealer site longer and selling more cars.

New and existing customers will benefit from several key upgrades, including the distribution of vehicle videos not only to the dealership's Web site, but also AutoTrader.com®, Cars.com™, and YouTube®. In addition, customers gain access to the video library, which allows dealers to insert a link to a video into any e-mail to help convert leads into sales. During 2008, UnityWorks! Media observed an increase in time spent by car buyers on dealers' Web sites. In some cases, time on site by car shoppers increased as much as four minutes when video was added.

"As an increasing number of car shoppers look to the Web, it has become imperative that progressive dealers differentiate themselves through high quality videos of their inventory," said Bill Worthen, chief executive officer for UnityWorks! Media. "Our work with CDMdata allows dealers to get their video sales messages about each individual car seen and heard on the Web and dealers profit as a result."

VideoLot can now be displayed by multiple dealer website providers, including Reynolds and Reynolds, BZ Results, HomeNet, and Cobalt. Furthermore, the text-to-speech description feature of the video has been replaced by a professional human voice. All VideoLot packages now offer the option of an introduction and ending in the video to include dealership branding, personalization and dealer location. The VideoLot upgrade also advances search engine optimization in videos to garner first-page placement in Google search results when videos are exported to YouTube and allows consumers to access a CARFAX® history report on each vehicle.

"VideoLot changes the way consumers see a dealer's online inventory, and has the ability to improve dealer conversion rates and closing ratios," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "By partnering with UnityWorks! Media, CDMdata has established a more dynamic method in capturing the attention of online car shoppers, which means more site traffic and potentially sales."

For more information about Kelley Blue Book and CDMdata, dealer products, services and solutions, please call (877) 379-2361, option 1, or visit www.800bluebook.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.

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