

CDMdata Customers Receive Free Listings on kbb.com's The Trusted Marketplace(SM)

New and Current Customers Benefit from All-New Offering, Increasing Online Presence

IRVINE, Calif., July 20 [/PRNewswire/](#) -- CDMdata, Inc. and CDM Dealer Services, Kelley Blue Book companies, today announce free used-car listings for its dealer customers on kbb.com's new classified ad section, *The Trusted Marketplace(SM)*. While existing customers are automatically eligible for free listings on kbb.com, new customers also can enroll by signing up with CDMdata or CDM Dealer Services or for AutoOffice®, () CDM's inventory management solution.

The Trusted Marketplace incorporates its online vehicle research with dealer inventory listings, making kbb.com a one-stop-resource for new- and used-car shoppers. CDM's dealer customers will receive merchandising treatments in *The Trusted Marketplace*, including Kelley Blue Book(®) Suggested Retail Values and Kelley Blue Book Digital Window Stickers integrated within their listings. In addition, CDM's dealer customers will receive additional merchandising callouts, which identify their used vehicles as "newly listed" and "price lowered." Another upcoming feature within *The Trusted Marketplace* is exclusive Blue Seal™ recognition, which highlights CDM Dealer Service customers within the classified listings, further increasing their online presence among the site's 12 million visits each month. These kbb.com listings allow consumers to confidently locate specific vehicles of interest and help dealers to efficiently sell those selected vehicles to serious, in-market shoppers.

"We are thrilled to offer our CDM dealer customers the ability to market their inventory on kbb.com for free. By offering CDM's AutoOffice, CDM's Dealer Services and other CDMdata products with unique merchandising tags and the ability to generate leads on the #1 automotive Web site, kbb.com, we can provide dealerships a one-stop-shop for inventory marketing and management," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "The dealer's inventory is placed in front of the in-market shopper at all stages of the shopping process, which promotes the dealership and increases the potential for sales."

CDM offers an array of products and services to assist dealerships at all levels of business and effectively sell more cars online. The company's leading product, DigitalLot(®) Solution, gives dealers the comfort and ease of updating their inventory accurately and rapidly promoting it on more than 200 retail Web sites. These products not only allow dealer customers to feature vehicle photos and post dynamic videos within listings, but also leverage Kelley Blue Book(®) Values. In addition, dealers can take advantage of CDM Dealer Services, a complete professional window sticker and Internet marketing service solution. CDM Dealer Services representatives will work directly with the dealership to manage inventory and provide marketing support. With its state of the art technology and industry expertise, CDM can assist any dealership with its business efforts.()

For more information about Kelley Blue Book and CDM dealer products, services and solutions, please contact 866-379-CDM1, Option 1, or visit www.cdmdata.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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