Distinguish Online Inventory Among Competition With Blue Seal™ Listings in the Trusted Marketplace(SM)

Blue Seal Listings Now Live for CDM Dealer Services Customers on Kbb.com

IRVINE, Calif., Aug. 10 /PRNewswire/ -- CDM Dealer Services, a Kelley Blue Book company, today announces the launch of the Blue Seal Listings program to its customers on kbb.com's new classified section, *The Trusted Marketplace(SM)*. The Blue Seal Listings treatment will allow dealers with inventory collected and managed by CDM Dealer Services to have a special notation on their listings, informing car shoppers that the information and photographs contained in the classified listing were gathered directly by CDM Dealer Services.

The Blue Seal treatment will appear within the Used Car Inventory experience. For CDM Dealer Services customers who also are Kelley Blue Book Dealer Showcase customers, the Blue Seal treatment will appear on their feature-rich Dealer Storefront page and within kbb.com's New and Used Car Inventory.

"With *The Trusted Marketplace*, dealers have the opportunity to market inventory to an immense number of serious online shoppers from kbb.com's 13 million monthly visits," said Mike Romano, chief operating officer for CDMdata, Inc., and senior vice president of dealer strategy for Kelley Blue Book. "With the unique Blue Seal merchandising call-out provided to CDM Dealer Services customers, dealers can set themselves apart, making their listings more appealing and potentially attracting more sales by showing consumers the information was collected by professionals. Dealers benefit from a larger marketable audience and recognition within classifieds."

In addition to special Blue Seal recognition on Kelley Blue Book's *The Trusted Marketplace*, CDM customers receive merchandising treatments to identify their vehicles as "newly listed" or "price lowered." Vehicle listings through CDM also include Kelley Blue Book® Suggested Retail Values and Kelley Blue Book Digital Window Stickers integrated within their classified ads on kbb.com.

CDM offers an array of products and services to assist dealerships at all levels of business and effectively sell more cars online. 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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Web site: http://www.kbb.com/

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