Kbb.com Eclipses Two Single-Day Traffic Records, Reports Greatest Month Ever

Market Interest Increasing Among Consumers; SUVs, Pickups among Most-Researched Segments

IRVINE, Calif., Aug. 12 /PRNewswire/ -- Kelley Blue Book, www.kbb.com, the leading provider of new car and used car information, today announces an unprecedented amount of traffic to its top-rated consumer Web site in a single day and month, with a 20 percent year-over-year increase for July 2009.

Recently, traffic on kbb.com hit a staggering 618,000 visits as reported on July 23. Another record was set as the Web site accrued 649,000 visits on July 27. As of August 3, Kelley Blue Book trampled both preceding records to achieve an all-time high of 658,000 visits in a single day.

Total traffic for July 2009 escalated to 15.9 million visits, a 10 percent increase from the previous month. This is the highest number of visits on record for the Kelley Blue Book site, reaching six percent higher than the previous record (March 2009).

"Consumers are flocking to kbb.com as a one-stop shopping resource for their next new or used car," said Justin Yaros, executive vice president, product design and development for Kelley Blue Book's kbb.com. "All areas of the site are experiencing tremendous increases in traffic. Whether shoppers are looking to participate in the Cash for Clunkers program or simply have the new-car 'bug,' the resources available to them on the site or via KBB® Mobile can help provide the consumer with the confidence they need in making one of the biggest financial decisions."

Kelley Blue Book offers a variety of Web tools, news and reviews for new and used cars on its consumer Web site, kbb.com. Recently, the company launched its classifieds section, *The Trusted Marketplace(SM)*, making kbb.com a one-stop shop for in-market car shoppers. Other Kelley Blue Book offerings include Perfect Car Finder®, KBB® Green, auto show coverage, articles and advice, vehicle reviews in video and print, and free dealer price quotes, among a number of other resources and information.

In July 2009, new-car visits on kbb.com jumped 26 percent from the previous month, while the used-car section experienced a 9 percent month-over-month increase. The most-researched segments among new- and used-car shoppers were sedans, SUVs and pickup trucks. The top new-car brands consumers researched on kbb.com included Toyota, Ford, Honda, Chevrolet, and Nissan. In the used-car experience, Ford, Chevrolet, Toyota, Honda, and Dodge topped the minds of online shoppers.

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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