KBB.com Announces \$10,000 Video Car Review Contest, Be an Editor for a Day

Company Looking for Two-Minute Automotive Video Reviews, General Awesomeness Required

IRVINE, Calif., May 5 [PRNewswire] -- Kelley Blue Book www.kbb.com, the leading provider of new and used car information, announces a new video car review contest offering a grand prize of \$10,000 and the opportunity to play Kelley Blue Book Editor for a day. Anyone with a video camera and an interesting take on a car of their choice is encouraged to step up to the plate and show the Kelley Blue Book editors a video review of two minutes or less. A panel of judges will judge entries based on creativity, the ability to capture the essence of the vehicle being reviewed, cool and unusual visuals, overall presentation, professionalism, and 'general awesomeness.'

To view the multimedia assets associated with this release, please click: http://multivu.prnewswire.com/mnr/kelleybluebook/43831/

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All interested gear-heads and video novices can log on to Kelley Blue Book's YouTube channel www.youtube.com/kbb, watch the contest video and reply with their two-minute video to enter. Entrants are also required to visit kbb.com to register their entry for the contest at www.kbb.com/contest.

The contest is now open and submissions will be accepted until 4:59:59 PM PDT on June 15, 2010. The creator of the winning video will win a cash prize of \$10,000 and an all-expenses-paid trip to the company's home office in Irvine, Calif., to be a vehicle reviews editor for a day. Coming in second or third place in this contest also offers big cash, with the runner up collecting \$5,000 and a third-place prize of \$1,000 for their efforts. Contest rules are available at www.kbb.com/contest.

"The life of an automotive journalist is pretty great. What could be better than driving cool cars, sharing your thoughts about them and getting paid to do so," said Micah Muzio, video road test editor, Kelley Blue Book. "We want to see how inventive, talented and just plain awesome our viewers are on camera. Ten thousand dollars and access to the exciting world of automotive journalism await the creator of the most dazzling video."

Participants and everyday vehicle voyeurs can follow all of the video submissions, comments and fun on the company's YouTube channel throughout the contest. A winner will be named during the second week in July.

About Kelley Blue Book (www.kbb.com)

cars for sale, used cars for sale, and car dealer locations.

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