Kelley Blue Book Mobile Apps Hit One-Million Download Mark; Developers Thank Car Shoppers Via Facebook

Kbb.com's iPhone, Android, Windows Phone 7 Apps Provide Essential Car-Buying Information to Help Negotiate On-the-Spot

IRVINE, Calif., March 22, 2011 /PRNewswire/ -- Kelley Blue Book's www.kbb.com, the leading provider of new car and used car information, today reports a one-million download milestone among its three mobile apps for iPhone, Android and Windows Phone 7. All kbb.com applications are free and provide mobile phone users access to new- and used-car Kelley Blue Book® Values, including MSRP, Invoice, Fair Purchase Price, Certified Pre-Owned, Suggested Retail, Private Party and Trade-In Values. Car buyers and sellers can use this information in vehicle transaction negotiations to ensure they get the best deal possible, wherever they may be.

Starting Tuesday, March 22, Kelley Blue Book's Facebook page will feature these apps, as well as special photo messages from kbb.com application developers and designers.

"Negotiating a fair deal on-the-spot can be tough without doing your homework. With this in mind, entering the mobile arena was a 'must' as we expand our reach to car buyers and sellers through other technologies, by providing on-the-go, essential car-buying information," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Achieving one-million downloads among these car shoppers is a major feat in Kelley Blue Book's more than 85-year history. Moving forward, we will continue to enhance these offerings and support consumers throughout the shopping process."

Kelley Blue Book's apps have several helpful features for on-the-go car shoppers, such as a dealer locator with detailed maps and directions, vehicle photos, and the latest new-car reviews.

Specifically for Android, the kbb.com app features a widget that can be positioned on the phone's home screen to track a vehicle's value. Whether users want to track their trade-in value prior to buying a car or stay up-to-date on their car value's performance in the marketplace, the widget provides the latest information. The widget can be accessed after downloading the Android app. Configure the widget by long-clicking an empty space on the Android desktop, choose "Android Widgets," and select the kbb.com widget from the menu.

All kbb.com applications currently are (or have placed among) the top 10 free applications in the lifestyle category. Kbb.com's app for iPhone launched in May 2010, followed by Android and Windows Phone 7 in November 2010.

To download the kbb.com iPhone app, visit the iTunes store. To download the kbb.com Windows Phone 7 app, visit the Windows Phone Marketplace via any Windows Phone. To download the kbb.com Android app, visit http://market.android.com/details?id=com.kbb.mobile from any Android device.

In addition, both Smartphone and non-Smartphone users can access trusted Kelley Blue Book information from the company's mobile-optimized website. To access the optimized site, visit www.kbb.com on a mobile device to be automatically redirected.

For more information about the app and other mobile offerings from Kelley Blue Book's kbb.com, visit www.kbb.com/company/mobile. iPhone is a registered trademark of Apple, Inc. Android is a trademark of Google Inc. Windows is a

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