

Kelley Blue Book Announces 2011 Telly Award Top Honors for Editorial Videos

Kbb.com Wins Silver Telly Awards for Two Editorial Videos: 'Audi R8 V10 Video Review' and '2010 Ford F-150 Raptor - On Land, Through Water, In the Air'

IRVINE, Calif., June 1, 2011 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today announces two 2011 Telly Award wins, awarded by the Silver Telly Council. Kbb.com's '[Audi R8 V10 Video Review](#)' and '[2010 Ford F-150 Raptor – On Land, Through Water, In the Air](#)' videos both earned 2011 Silver Telly awards, which is the highest honor in the 'Online Video – Automotive' category.

Founded in 1979, the Telly Awards recognize the very best local, regional and cable television commercials and programs, the finest video and film productions, as well as the very best work created for the Web. The Silver Telly Council, the judging and oversight body of the Telly Awards, is comprised of top industry professionals that are past winners of a Silver Telly.

"In our ongoing effort to help car buyers make good decisions, the kbb.com editorial team has put together a strong catalog of informative and entertaining automotive videos," said Jack Nerad, executive editorial director and executive market analyst for Kelley Blue Book's kbb.com. "The Telly Awards confirm that our videos are among the best in the industry and push us to be ever more creative in our approach."

Kbb.com's dedicated expert Editorial staff road-tests and reviews nearly every new car on the road today, and provides car shoppers with straightforward assessments and information to help them determine which new vehicle is right for them. In addition, the team keeps car shoppers up-to-date with the latest information on current and upcoming cars and trucks, as well as the latest news breaking in the automotive industry. To view written content and other video reviews from kbb.com's Editorial Team, visit <http://www.kbb.com/>.

The Telly Awards receive more than 13,000 entries annually from the finest ad agencies, production companies, TV stations, cable companies, interactive agencies and corporations in the world. For more information on the Telly Awards, visit www.tellyawards.com.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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