Kelley Blue Book's kbb.com Now Offers Aftermarket Automotive Industry Advertising Opportunities

OEM Partner Sales and Strategy Team Expands to Support All-New Initiative

IRVINE, Calif., Aug. 4, 2011 /PRNewswire/ -- Kelley Blue Book's top-rated website, www.kbb.com, a leading provider of new car and used car information, today announces all-new advertising opportunities for aftermarket automotive industries such as oil and gasoline, tire, repair and service, parts and accessories companies, and many more. These aftermarket auto companies now have the opportunity to advertise directly to kbb.com's 17-million monthly visitors.

According to recent survey data from a Kelley Blue Book Market Intelligence study, 40 percent of kbb.com shoppers consider themselves 'do-it-yourselfers' when it comes to vehicle maintenance, making aftermarket automotive advertising highly relevant to the kbb.com audience. In response to this new initiative, Kelley Blue Book's OEM Partner Sales and Strategy team has expanded not only its offerings, but also its staff with new hire Michele Everett.

Everett is the new advertising sales manager for Kelley Blue Book's kbb.com. As advertising sales manager, Everett will represent kbb.com to sell aftermarket automotive industry opportunities, build agency relationships and create both national and regional advertising programs on behalf of the company. Prior to joining Kelley Blue Book, Everett served as an account executive in TV spot sales for Katz Media Group, Tribune Company, and most recently director of sales, Western region, for Cox Cross Media, a division of Cox Enterprises, Inc., where she developed and executed new advertising opportunities for clients and prospects based on industry trends, competitive landscape and economic factors.

"The all-new advertising opportunities for the aftermarket automotive community and a key new addition to the company's OEM Partner Sales and Strategy team both solidify Kelley Blue Book's commitment to growth with its industry partners," said Damon Bennett, vice president of business development and partnerships for Kelley Blue Book. "By extending the online advertising invitation to other relevant automotive industries besides just OEMs and dealers, Kelley Blue Book is able to both support these companies' business objectives and provide contextually relevant, helpful information to Kelley Blue Book's kbb.com site visitors."

Since its inception in 1926, Kelley Blue Book has grown by leaps and bounds to become a vehicle valuation and information source trusted and relied upon by both consumers and the industry. Most recently, Kelley Blue Book launched a fully redesigned version of its top-rated website, www.kbb.com, revolutionizing the way shoppers' research new- and used-car information. With the May 2011 site redesign, the company introduced new useful tools such as Reality Check(SM) for New Cars and revamped Total Cost of Ownership, designed to help shoppers understand the full financial implications of a vehicle purchase.

For more information on kbb.com's aftermarket automotive industry advertising opportunities, contact Michele Everett, advertising sales manager for Kelley Blue Book's kbb.com, at meverett@kbb.com or 949-267-4764.

For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter at www.twitter.com/kelleybluebook (or @kelleybluebook), or like our page on Facebook at www.facebook.com/kbb.

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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