Kbb.com Wins 2011 Web Award for Outstanding Website in Automobile Category

Recently Redesigned Kelley Blue Book Site Offers Total Cost of Ownership Information, Consumer and Expert Reviews and Ratings

IRVINE, Calif., Oct. 10, 2011 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new car and used car information, today announces its 2011 WebAward win for Outstanding Website in the Automobile category. With more than 2,000 entries from 45 countries for 2011, each nomination was judged on design, copy writing, innovation, content, interactivity, navigation and use of technology.

"After 18 months of market research, Kelley Blue Book decided to take its top-rated website to the next level by adding tools and information to further help car buyers and sellers," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "Implemented in May 2011, these changes not only provide helpful content, but do so in an easy-to-use format. Being recognized for the new site design and its features among industry leaders makes the hard work and dedication for the redesign much more meaningful."

In addition to Kelley Blue Book new- and used-car values, kbb.com now offers consumers Total Cost of Ownership information, Consumer Reviews and Ratings and Expert Reviews and Ratings. Total Cost of Ownership helps shoppers make informed decisions by breaking down total ownership costs over the initial five-year ownership period, including depreciation costs, expected fuel costs, typical insurance costs and more by make and model. The site also provides reviews and ratings from the company's expert editorial staff. Having reviewed nearly all of the common makes and models of cars consumers see on the road today, kbb.com's expert editors provide straightforward assessments and information, including driving impressions, favorite features and pricing notes for each new car. On-site shoppers also voice their opinion by ratings their own vehicles and other vehicles they have experience with. Consumer Reviews and Ratings allow site visitors to post actual photos and videos of the carthey are reviewing.

Produced by the Web Marketing Association, the WebAward program is the premier annual website award competition that names the best websites in 96 industries, while setting the standard of excellence for all website development. The Web Marketing Association was founded in 1997 to help set a high standard for Internet marketing and development of the best websites on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, online advertising, public relations and top website design professionals who share an interest in improving the quality of online advertising, internet marketing and website promotion.

For more information and news from Kelley Blue Book's kbb.com, visit www.kbb.com/media/, follow us on Twitter atwww.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 provides consumer pricing and information on minivans, pickup-trucks, cars, hybrids and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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