Kelley Blue Book Announces 2011 W3 Award Wins for Website and Video Car Review

Kbb.com and Mercedes Benz SLS AMG Video Review Receive W3 Silver Award Recognition

IRVINE, Calif., Nov. 1, 2011 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new car and used car information, today announces two 2011 W3 Award wins. Kelley Blue Book's recently redesigned kbb.com and a 'Mercedes Benz SLS AMG' editorial video review received W3 Silver Award recognition in this year's competition.

Kbb.com was redesigned in May 2011 to provide an enhanced user experience and multiple new features to help shoppers make more informed car-buying decisions, including Total Cost of Ownership, Expert Reviews and Ratings, and Consumer Reviews and Ratings.

"Designing a site and providing content that are both of use to the consumer and recognized among industry professionals as award-winning provides tremendous value to the hard working Kelley Blue Book website and Editorial teams," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "As a company, we are committed to delivering site visitors with helpful resources as well as an excellent experience and this year's award wins validate the benefits of the new design and our expert video reviews. Moving forward, we plan to expand on the useful information we offer in an effort to help car buyers and sellers achieve their respective goals."

Kelley Blue Book's kbb.com also received 2008, 2009 and 2010 W3 Awards in the automotive website category, while Kelley Blue Book's iPhone app won a W3 Award last year. In addition, Kelley Blue Book's editorial staff also has been recognized for their outstanding achievements in video vehicle reviews, with the 'Nissan 370Z Roadster,' 'Cadillac CTS-V Feature Video' and 'Kia Soul and Nissan Cube Go Head to Head,' being named W3 Award winners between 2009 and 2010.

Receiving more than 3,000 entries, the W3 Awards honors outstanding websites, Web marketing, Web video and mobile apps created by some of the best interactive agencies, designers and creators worldwide. The W3 Awards are sanctioned and judged by the International Academy of the Visual Arts. Kbb.com was judged on creativity, usability, navigation, functionality, visual design and ease-of-use. Kelley Blue Book's Web video was judged on content, technical execution, implementation and overall experience. For more information about the W3 Awards, visit www.w3award.com.

For the latest in new- and used-car values, and expert and consumer reviews, visit www.kbb.com. For more videos from kbb.com's Editorial team, visit www.kbb.com/car-videos/.

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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 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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