Kbb.com Spreads Holiday Happiness With On-site Sweepstakes

Five Entrants to Win $200 Shopping Spree from Advance Auto Parts; Enter by December 27, 2011

IRVINE, Calif., Dec.19, 2011 /PRNewswire/ -- Kelley Blue Bookwww.kbb.com, the leading provider of new car and used car information, today announces a Holiday Happiness sweepstakes in honor of the gift-giving season. Today through December 27, 2011, kbb.com site visitors can enter to win one of five $200 shopping sprees from Advance Auto Parts, a leader in the automotive aftermarket.

(Logo: http://photos.prnewswire.com/prnh/20111102/AQ99077LOGO)

While holiday shopping is typically reserved for friends and family, this year Kelley Blue Book and Advance Auto Parts want to ensure that your car also gets its due. With the help of Kelley Blue Book's kbb.com and Advance Auto Parts, there is no better time to dress up your ride with the latest in automotive accessories, or take care of those key maintenance projects.

"Kelley Blue Book wants to help drivers share in the holiday season by hosting a sweepstakes that honors something that is part of their daily lives: their car," said Rebekah King, senior consumer communications manager for Kelley Blue Book's kbb.com. "According to a Kelley Blue Book Market Intelligence auto aftermarket study, more than half of visitors to kbb.com are 'do-it-yourself' car owners, mechanics or collectors, so the Holiday Happiness sweepstakes seemed like a great opportunity to spread some cheer."

To enter to win the Holiday Happiness giveaway, visit www.kbb.com/contests/holiday-happiness. Winners will be notified by email and on-site on December 30, 2011. Entrants must be over the age of 18 and a resident of the United States. For more information about the sweepstakes, please visit www.kbb.com/contests/holiday-happiness.

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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, sedan, hybrids, electric cars, and SUVs. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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