

DataOne Software Releases Kelley Blue Book Value Mapping

Beverly, MA - March 22, 2018 –DataOne Software, a division of Dominion Enterprises and a leading provider of automotive data and software solutions, today launched its [Kelley Blue Book® Values mapping](#) product. With this launch, businesses utilizing both DataOne and Kelley Blue Book can seamlessly access the most up-to-date new and used-car value data by VIN.

“This faster and simpler access to trusted Kelley Blue Book information should offer greater efficiencies for businesses that depend on the two brands,” said Damon Bennett, senior director of syndication for Kelley Blue Book. “Data is key in this industry and better access to timely information to help make informed decisions is pivotal for supporting our current and future clients.”

Customers no longer need to link Kelley Blue Book vehicle valuations with the appropriate VIN-referenced vehicle. Our mapping product will streamline the process, creating a bridge between the vehicle data decoded with DataOne and the corresponding Kelley Blue Book IDs needed to determine vehicle valuation. This mapping works with all DataOne products and can be distributed with all delivery methods.

“This new product, with the power of both brands, provides our joint customers with a solution that saves them time and effort,” said Jake Maki, general manager of DataOne Software. “DataOne customers that are already using or planning to use Kelley Blue Book can now leverage our mapping to easily determine Kelley Blue Book valuations for vehicles they identify with our VIN decoding service.”

About DataOne Software (www.dataonesoftware.com)

DataOne Software is a leading vehicle data and software solutions provider for U.S. and Canadian automotive markets. Since its founding in 1999, DataOne has provided powerful data solutions to the automotive marketplace, empowering businesses with industry-best VIN decoding and support for rapid technology development. In 2007, DataOne was acquired by Dominion Enterprises and has added, as clients and sister divisions, some of the largest automotive solutions in the industry.

Today, DataOne Software, as a division of Dominion Enterprises, provides data and software to most segments of the automotive industry including dealerships and their service providers, as well as portals, insurance, finance, transport, print, and government agencies. For more information about DataOne Software automotive content, visit www.dataonesoftware.com, call 877.438.8467 or e-mail sales@dataonesoftware.com.

About Dominion Enterprises (www.dominionenterprises.com)

Dominion Enterprises (“DE”) is a leading digital marketing and software services company offering client solutions across multiple business verticals. Our customers rely on our B2B cloud SaaS solutions to establish their online and mobile brands, generate leads, and manage customer relationships through our Homes.com, Dominion Dealer Solutions, Dominion Business Solutions / DX1, Travel Media and Franchise and Business Opportunity divisions. Our B2C web and mobile applications include Homes.com, HotelCoupons.com, FranchiseOpportunities.com, FranchiseGator.com, Franchise.com, and BusinessBroker.net. About 2,000 employees reside and work in our Norfolk, VA home office and in offices across the U.S. Our employees will tell you about our collaborative, innovative, team-oriented work environment, excellent career enrichment opportunities, community service opportunities, competitive earnings,

and a comprehensive benefits package that includes a generous 401(k). DE is an equal opportunity employer and supports a diverse workforce. DE is a drug-testing employer.

About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, *The Trusted Resource®*, is the vehicle valuation and information source trusted and relied upon by both consumers and the automotive industry. Each week the company provides market-reflective values on its top-rated website KBB.com, including its famous Blue Book® Trade-In Values and Kelley Blue Book® Price Advisor tool, which provides a range for what consumers can reasonably expect to pay for a vehicle in their area. Car owners looking to sell immediately can also get a redeemable, transaction-ready offer with Kelley Blue BookSM Instant Cash Offer. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies, and governmental agencies. Kelley Blue Book is a Cox Automotive brand.

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