

# Blue Book Values Now Available on 175 Newspaper and TV Web Sites

**Partnership With cars.com Extends Reach of Kelley Blue Book Brand**

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Kelley Blue Book ([www.kbb.com](http://www.kbb.com)) and cars.com have completed a distribution deal which brings Blue Book™ values, the nation's most trusted used vehicle value source, to cars.com and its affiliate network of 175 newspaper and television Web sites. The syndication deal is part of a larger partnership struck by the two companies in January of this year.

As part of the agreement, cars.com and each of its 175 affiliate sites will include a fully integrated and co-branded used car research page featuring Kelley Blue Book's used retail, private party and trade-in values. Through this syndication, consumers will have even easier access to timely Blue Book values during their research on local affiliate newspaper sites, as well as the cars.com home page. Just as on [kbb.com](http://kbb.com), Blue Book values will be updated weekly on cars.com and all of its 175 sites to ensure buyers and sellers obtain values that accurately reflect the current week's vehicle marketplace.

"Consumers who are looking to buy or sell a car are always looking for the Blue Book value," said Stephen Henson, executive vice president, sales and marketing at Kelley Blue Book. "Through our partnership with cars.com this information is now just a click away on 175 leading local news and information sites."

An exclusive partnership between cars.com and Kelley Blue Book was signed in late January 2004, making cars.com the sole provider of used vehicle listings on [kbb.com](http://kbb.com)'s Blue Book Classifieds. The partnership brings together the largest audience of used vehicle buyers and sellers on the Web reaching more than half of all online used car shoppers.

"We are pleased to join with Kelley Blue Book to conveniently offer cars.com visitors across our network the most trusted vehicle values," said Mitch Golub, president of cars.com. "Together, we offer all of the information consumers need as they search for a car and prepare to buy or sell."

Blue Book values can now be accessed on leading consumer news destinations including popular local sites such as [azcentral.com](http://azcentral.com), [boston.com](http://boston.com), [dallasnews.com](http://dallasnews.com), [latimes.com](http://latimes.com), [philly.com](http://philly.com), [startribune.com](http://startribune.com) and [washingtonpost.com](http://washingtonpost.com). Additionally, Kelley Blue Book used car values are syndicated on leading Internet portal sites AOL, MSN and Yahoo!, as well as on hundreds of franchise car dealer sites and automotive manufacturer sites.

About cars.com

Partnered with 175 leading metro newspapers, television stations and their Web sites, cars.com is the one-stop shop for those looking to buy or sell a new or used car. The site places vehicle listings from more than 5,500 dealers alongside nationwide classified advertising and private-party listings to offer consumers the best selection of new and used cars online, as well as the content, tools and advice to support their shopping experience. Cars.com combines powerful inventory search tools and

new-car configuration with pricing information, photo galleries, buying guides, side-by-side comparison tools, original editorial content and reviews to help millions of consumers connect with sellers each month. Launched in June 1998, cars.com is a division of Classified Ventures, LLC, (<http://classifiedventures.com/>), which is owned by six leading media companies including, Belo, Gannett Co., Inc., Knight Ridder, The McClatchy Company, Tribune Company and The Washington Post Company. For more information, visit [www.cars.com](http://www.cars.com).

About Kelley Blue Book ([kbb.com](http://kbb.com))

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. The company provides research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, [kbb.com](http://kbb.com). Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as No. 1 and first visited automotive site by J.D. Power and Associates six years running. No other medium reaches more in-market car-buyers than [kbb.com](http://kbb.com); one in every four American car-buyers complete their research on [kbb.com](http://kbb.com).

SOURCE: Kelley Blue Book

CONTACT: Robyn Eckard of Kelley Blue Book, +1-949-268-3049, [reckard@kbb.com](mailto:reckard@kbb.com)

Web site: <http://www.cars.com/>

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