

Kelley Blue Book's kbb.com Wins 2005 WebAward for 'Outstanding Web Site'

Web Marketing Association Recognizes kbb.com as a Top Automotive Web Site

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Kelley Blue Book's kbb.com this week received a 2005 "Outstanding Web Site" WebAward from the Web Marketing Association (WMA) for "work above and beyond the standard of excellence." A panel of WMA judges for the 2005 WebAwards based their opinions on kbb.com's design, innovation, content, technology, interactivity, copywriting and ease of use.

"Kbb.com is an excellent site full of good information and multiple ways to navigate and find what you're looking for," commented the 2005 WebAward judges. "The site addresses the user right away with options for getting information, including intuitive and easy site navigation with top tabs."

In addition to winning a 2005 "Outstanding Web Site" WebAward, kbb.com recently has received top honors from other prestigious organizations for Web site excellence. J.D. Power and Associates has named kbb.com the most visited auto site among new- and used-vehicle shoppers for seven years in a row, and a recent study by Keynote Systems revealed that car buyers rate kbb.com No. 1 in overall customer satisfaction and experience.

"Kbb.com has made great strides on new-car information over the last few years, and we have many more exciting additions to kbb.com coming down the pipeline in the future," said Stephen Henson, executive vice president of sales, marketing and products for Kelley Blue Book. "We are committed to being 'the trusted resource' for both new- and used-vehicle shoppers, providing all the necessary information to help consumers complete the transaction when buying or selling a vehicle."

Kelley Blue Book's Kbb.com: Award-Winning Web Site At-a-Glance

- Kbb.com has more than seven million unique visitors per month
- One in every four Americans completes their automotive research on kbb.com
- Celebrating ten years online: Kbb.com launched in 1995 with new-car information; used-car information then followed in 1996
- Some kbb.com features include the Perfect Car Finder, which helps undecided shoppers determine a list of vehicles that may be right for them, and Quick Dealer Price Quote, which helps connect shoppers with dealers in their area to obtain a vehicle price quote fast, free and with no obligation

The WMA, an all-volunteer organization founded in Boston in 1997, is the producer of the WebAward Competition. Now in its ninth year, the WebAward is the premier annual award competition that judges Web site development against an ever-increasing Internet standard and against peer sites within their industry. The goal of the WebAward competition is to provide a forum to best recognize the people and

organizations responsible for developing some of the most effective Web sites on the Net today.

The WebAward competition's judges represent the various relevant disciplines and are distinguished experts in their fields. Judges include members of the media, advertising executives, site designers, content providers and Web-masters.

About Kelley Blue Book (kbb.com)

Kelley Blue Book's kbb.com is America's most used and trusted vehicle pricing, values and information resource. The top-rated Web site provides the most up-to-date pricing and values for thousands of new and used vehicles, including the Blue Book® New Car Value, which reveals what people actually are paying for new cars. 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 also reports vehicle prices and values via products and services, including the famous Blue Book® Official Guide and software products. Car buyers have rated kbb.com No. 1 in overall customer satisfaction and experience, according to a survey by Keynote Systems. Kbb.com also has been named the No. 1 automotive information site by Nielsen//NetRatings and the most visited auto site by J.D. Power and Associates seven years in a row. No other medium reaches more in-market vehicle shoppers than kbb.com; one in every four American car buyers complete their research on kbb.com.

SOURCE: Kelley Blue Book

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