

# Kelley Blue Book Used Vehicle Values Now Accessible in Spanish

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In an effort to bring reliable automotive information to America's Spanish-speaking community, Kelley Blue Book, the trusted resource for used and new car information, has signed agreements with Hispanic Internet sites Yahoo! Espanol and YupiMSN. Through these agreements Kelley Blue Book used car values will be available through translated and co-branded Web pages from these companies.

Vehicle trade-in, private-party and retail values for used car models dating back to 1982 can now be found quickly and easily in Spanish not only on popular portal sites frequently visited by the Hispanic community as well as kbb.com .

"This is just the first step in a long-term strategy to bring dependable automotive information to the Hispanic community," said Stephen Henson, vice president of marketing and business development. "We have always been about empowering consumers and helping them to make more informed automotive buying and selling decisions and we are glad to be bringing that sense of empowerment to the Spanish-speaking community."

Kelley Blue Book used car values are now available by logging onto [www.espanol.yahoo.com](http://www.espanol.yahoo.com) and clicking on "autos." Consumers can reach the same comprehensive information at [www.yupimsn.com](http://www.yupimsn.com) in mid-December.

The company expects to offer additional Spanish content, including new car pricing, tips, tools and advice in the coming months.

## About Kelley Blue Book

Kelley Blue Book, rated No. 1 site by Nielsen//NetRatings is the most trusted vehicle information resource, providing comprehensive automotive research tools and up-to-date pricing on thousands of used and new vehicles. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for timely and accurate information to make well-informed automotive decisions. The company also offers objective vehicle pricing via products and services for both the auto industry and consumers, including the famous Blue Book Official Guide, software and the Internet. Kelley Blue Book's kbb.com has been named first visited and No. 1 automotive information site according to J.D. Power and Associates five years running. No other medium reaches more in-market car-buyers than kbb.com ; one in every four people who purchase vehicles visit and utilize kbb.com .

## About Aerca de Yahoo Espanol

Yahoo! en espanol ( <http://espanol.yahoo.com/> ), una de las 25 propiedades de Yahoo! Inc. en todo el mundo, ofrece programacion Web en espanol que concierne a usuarios de habla hispana en los EE.UU. y en el resto del mundo.

Yahoo! Inc. es un proveedor lider de gran cantidad de productos y servicios en linea para consumidores y empresas de todo el mundo.

Yahoo! es el nombre No. 1 en Internet globalmente y el sitio de Internet con mas trafico en todo el mundo. La red mundial de Yahoo!, cuya sede central se encuentra en Sunnyvale, California, incluye 25 propiedades en el mundo y esta disponible en 13 idiomas.

#### About YupiMSN

Founded in 1996, and acquired by the TELMEX and Microsoft joint venture, T1msn, in 2001, YupiMSN is a leading network of Spanish-language sites that responds to the great need for easy-to-use and relevant offerings on the Web in Spanish. YupiMSN enables its large and loyal audience of Spanish-speaking consumers in the United States and Latin America to take full advantage of all the benefits the Web has to offer. The YupiMSN network provides marketers with unique and innovative opportunities to effectively reach their target audiences. Within its flagship portal site, YupiMSN features best-of-breed content and services such as MSN Hotmail, MSN Messenger Service and MSN Search as well as popular communities such as CiudadFutura.com, <http://www.ciudadfutura.com/> , considered to be the first Spanish-language online community and MujerFutura.com, <http://www.mujerfutura.com/> , a specialized site catering to the interests and needs of Spanish-speaking women. More information can be found at <http://www.yupimsn.com/> .

Safe Harbour: This release includes some forward-looking statements based upon agreements and information currently available Kelley Blue Book Management. Actual results of these agreements may differ from those anticipated and or stated in this release. The Company undertakes no obligation to update or revise any forward-looking statements to reflect subsequent events or circumstances.

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