

KBB.com Announces \$10,000 Video Car Review Contest, Be an Editor for a Day

Company Looking for Two-Minute Automotive Video Reviews, General Awesomeness Required

IRVINE, Calif., May 5 /PRNewswire/ -- Kelley Blue Book www.kbb.com, the leading provider of new and used car information, announces a new video car review contest offering a grand prize of \$10,000 and the opportunity to play Kelley Blue Book Editor for a day. Anyone with a video camera and an interesting take on a car of their choice is encouraged to step up to the plate and show the Kelley Blue Book editors a video review of two minutes or less. A panel of judges will judge entries based on creativity, the ability to capture the essence of the vehicle being reviewed, cool and unusual visuals, overall presentation, professionalism, and 'general awesomeness.'

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/kelleybluebook/43831/>

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All interested gear-heads and video novices can log on to Kelley Blue Book's YouTube channel www.youtube.com/kbb, watch the contest video and reply with their two-minute video to enter. Entrants are also required to visit kbb.com to register their entry for the contest at www.kbb.com/contest.

The contest is now open and submissions will be accepted until 4:59:59 PM PDT on June 15, 2010. The creator of the winning video will win a cash prize of \$10,000 and an all-expenses-paid trip to the company's home office in Irvine, Calif., to be a vehicle reviews editor for a day.

Coming in second or third place in this contest also offers big cash, with the runner up collecting \$5,000 and a third-place prize of \$1,000 for their efforts. Contest rules are available at www.kbb.com/contest.

"The life of an automotive journalist is pretty great. What could be better than driving cool cars, sharing your thoughts about them and getting paid to do so," said Micah Muzio, video road test editor, Kelley Blue Book. "We want to see how inventive, talented and just plain awesome our viewers are on camera. Ten thousand dollars and access to the exciting world of automotive journalism await the creator of the most dazzling video."

Participants and everyday vehicle voyeurs can follow all of the video submissions, comments and fun on the company's YouTube channel throughout the contest. A winner will be named during the second week in July.

About Kelley Blue Book (www.kbb.com)

Since 1926, Kelley Blue Book, The Trusted Resource®, has provided vehicle buyers and sellers with the new and used vehicle information they need to accomplish their goals with confidence. The company's top-rated Web site, www.kbb.com, provides the most up-to-date pricing and values, including the New Car Blue Book® Value, which reveals what people actually are paying for new cars. The company also reports vehicle pricing and values via products and services, including software products and the famous Blue Book® Official Guide. According to the C.A. Walker Research Solutions, Inc. - 2009 Spring Automotive Web Site

Usefulness Study, kbb.com is the most useful automotive information Web site among new and used vehicle shoppers, and half of online vehicle shoppers visit kbb.com. Kelley Blue Book's kbb.com also is a W3 Gold Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of [new car prices](#), [used car Blue Book Values](#), [car reviews](#), [new cars for sale](#), [used cars for sale](#), and [car dealer locations](#).

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