

KBB.com Announces 2012 Best Resale Value Awards Sweepstakes on Kelley Blue Book Page on Facebook, All-New Badge Program

IRVINE, Calif., Nov. 21, 2011 /PRNewswire/ -- In honor of the 2012 Best Resale Value Awards, Kelley Blue Book is running a sweepstakes to help consumers get in on the winning spirit. With three \$200 gas cards up for grabs, fans can enter (once per person, per day) on the Kelley Blue Book page on Facebook until midnight on Sunday, December 4, 2011. The winners will be announced on December 7, 2011.

(Logo: <http://photos.prnewswire.com/prnh/20111102/AQ990777LOGO>)

In addition, for 2012, there is a new opportunity available from Kelley Blue Book's kbb.com to promote the Best Resale Value Award winners. This year, Kelley Blue Book is providing badges that link to the 2012 Best Resale Value Awards content on kbb.com. These badges, available to auto manufacturers, dealers, car owners and media, provide instant third-party recognition for the winning vehicles, while also surfacing additional information on the award wins to new-car shoppers.

To access the embeddable badges, available in different sizes, layouts and for dark backgrounds, etc., visit the brand, top 10 and category pages at <http://www.kbb.com/new-cars/best-resale-value-awards/>.

To view the multimedia assets associated with this story, please click: <http://www.multivu.com/players/English/53276-kbb-best-resale-value-awards-2012/>

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