

# Kelley Blue Book® - kbb.com Announces Robin Cooper - Director of Advertising

**Media Industry Veteran Joins #1 Automotive Web Site**

PRNewswire  
IRVINE, Calif.

Kelley Blue Book® (<http://www.kbb.com/>), the most visited automotive web site in the nation, is proud to announce media industry veteran, Robin Cooper has joined the company as director of advertising and business development. In her new position, Cooper will build an in-house advertising sales and business development team with expanded operations in Southern California and Detroit. In addition, the company will, as of January 1, 2002, transition all online marketing and media services currently handled by DoubleClick to the new in-house team.

"We're excited to have Robin onboard at Kelley Blue Book," says Stephen Henson, vice president of marketing. "With a changing auto industry and uncertain economy, kbb.com continues to attract more "in-market" new and used car shoppers than any other site on the Internet. Robin is the right person to help support the company's accelerated growth. Her knowledge, experience and passion for online media are a perfect fit for the strategic evolution of Kelley Blue Book."

Cooper has more than 20 years media experience -- including nine as publisher for four major media companies. Most recently she served as group publisher -- automotive/women/health for New York-based DoubleClick, Inc. Before that, she was associate publisher at TVSM, Inc. (The Cable Guide, Total TV and SEE). She also was publisher, broadcast publications at SRDS (Standard Rates and Data) and prior to that was an executive at ADWEEK for 13 years serving as publisher for five years.

About Kelley Blue Book:

Marking its 75th Anniversary this year, Kelley Blue Book continues to be relied upon by the industry and trusted by consumers as the standard in automotive pricing and value information. Kelley Blue Book has educated and empowered both consumers and retailers. Today, kbb.com is the nation's most popular automotive web site. It attracts over 4 million unique visitors each month, as well as the greatest number of in-market new and used car shoppers. For more information please contact Art Rothafel at 714-989-3100 ext. 2834 or visit the company's website at <http://www.kbb.com/>.

MAKE YOUR OPINION COUNT - Click Here

<http://tbutton.prnewswire.com/prn/11690X47216718>

SOURCE: Kelley Blue Book

Contact: Stephen Henson, V.P. Marketing, Business Dev. of Kelley Blue Book, +1-949-770-7704, [henson@kbb.com](mailto:henson@kbb.com); or Art Rothafel of AIR & Associates, +1-714-989-3100, ext. 2834, [arothafel@onebox.com](mailto:arothafel@onebox.com), for Kelley Blue Book

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