

Android™ App Joins Suite of Top Mobile Applications From kbb.com, Just in Time for Year-End Car Shopping

Kbb.com Android App Includes Exclusive Vehicle Value Tracker

IRVINE, Calif., Dec. 6, 2010 [PRNewswire/](#) -- Kelley Blue Book www.kbb.com, the leading provider of [new car](#) and [used car](#) information, today announces the official launch of its app for Android mobile devices, in addition to its iPhone and Windows Phone 7 applications. The free, interactive app provides Android users with crucial car-buying and -selling information to help make confident purchase decisions.

Since its launch in the Android Market on November 15, the app has received more than 50,000 downloads and is currently among the top 10 free Lifestyle applications.

Kbb.com's app also features a widget that can be positioned on the user's home screen to track their vehicle's value. Whether users want to track their trade-in value prior to buying a car or stay updated on their vehicle value's performance in the marketplace, the widget provides this up-to-date information. The widget can be accessed after downloading the app. Configure the widget by long-clicking on an empty space on the Android desktop, choose "Android Widgets," and then select the kbb.com widget from the menu.

As a fun added bonus for its Winter 2010 launch, there is a winter-themed "Easter egg" within the kbb.com Android app, featuring snow and a sledding child.

"Kelley Blue Book took the Android app a step further in creating a pricing widget, giving consumers the information they need at their fingertips," said Justin Yaros, executive vice president of product design and development for Kelley Blue Book's kbb.com. "The information found in the app and widget can help car buyers and sellers make more educated decisions with a better understanding of their current ride's value and what is considered a great deal for a new vehicle. With the all-new app, kbb.com provides trusted valuation information not currently found within the Android Market."

Users also gain access to new- and used-car Kelley Blue Book® Values, including MSRP, Invoice, Fair Purchase Price, [Certified Pre-Owned](#), Suggested Retail, Private Party and Trade-In Values. Wherever they may be, car buyers and sellers can use this information in vehicle transaction negotiations.

In addition, car shoppers can find a local dealer with detailed maps and directions, and view vehicle photos and new-car video reviews from the expert editors of Kelley Blue Book's kbb.com. The app for Android also features kbb.com's Twitter feed, giving insight into the latest in automotive news and information from Kelley Blue Book's team of car experts and aficionados.

To download the latest kbb.com app, visit <http://market.android.com/details?id=com.kbb.mobile> on any Android device.

Kelley Blue Book's kbb.com also offers an app for iPhone and Windows Phone 7, and a mobile-optimized website for non-Smartphone users. To access the optimized site, visit www.kbb.com on a mobile device to be automatically redirected. For more information about the app and other mobile offerings from Kelley Blue Book's kbb.com, visit www.kbb.com/company/mobile. Android is a trademark of Google Inc.

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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 website, www.kbb.com, provides the most up-to-date pricing and values, including the Fair Purchase Price, which reports what buyers 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 Website Usefulness Study, kbb.com is the most useful automotive information website 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 Silver Award winner, sanctioned by the International Academy of Visual Arts. Kbb.com is a leading provider of new car prices, used car values, car reviews, new cars for sale, used cars for sale, and car dealer locations.

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