

Kelley Blue Book's Michael Wulf Honored with OC METRO'S Annual '40 Under 40' Award

Director of Kbb.com Earns Recognition Among Top Local Professionals for Innovative Site Redesign, Search Engine Optimization Programs

IRVINE, Calif., May 2, 2011 /PRNewswire/ -- Kelley Blue Book's www.kbb.com/, the leading provider of [new car](#) and [used car](#) information, announces that Michael Wulf, director of product management for kbb.com, recently was named a top '40 Under 40' professional by [OC METRO](#), a regional business-lifestyle magazine.

OC METRO's '40 Under 40' list honors top young professionals in Orange County, Calif. Each May, the magazine reviews hundreds of nominations from readers.

Then, a committee considers each individual's accomplishments, current projects and standing in the community to create a list of prestigious top 40 professionals under 40 years old.

With more than 10 years of experience, Wulf successfully expanded Kelley Blue Book's Web presence with original and strategic online search engine optimization (SEO) programs. Wulf's expertise in developing online marketing strategies also helped further establish kbb.com as a world-class website that continues to erode competitor traffic. Additional accomplishments include leading Kelley Blue Book's forthcoming website redesign with a cross-functional team spanning the entire company. The all-new kbb.com will focus on consumer engagement, organic search traffic and building incremental ad and lead revenue.

"An unflinching drive to succeed and the ability to work with such a talented and dedicated group of colleagues have impacted on my career tremendously," said Michael Wulf, director of product management for Kelley Blue Book's kbb.com. "It is an honor to be recognized by the community for my work with Kelley Blue Book's kbb.com among other high-caliber professionals in *OC METRO's* '40 Under 40' list this year."

Since joining Kelley Blue Book in 2008, Wulf has helped transform the company's product, content design and development. He further incorporated his expertise into the areas of online search behavior. Wulf also established SEO best practices and training focused on promoting SEO across the organization. As a result, Wulf led a 50 percent increase in SEO traffic to Kelley Blue Book's top-rated website, further expanding Kelley Blue Book's kbb.com presence as the leader in the new-car and used-car values space.

Prior to joining Kelley Blue Book, Michael Wulf implemented InSinkErator's website and increased website content for Motorola by 200 percent, as well as increasing Motorola's website traffic by more than 1,000 percent.

OC METRO has been the business-lifestyle magazine of Orange County, Calif., for two decades. For more information on its annual '40 Under 40' list, visit www.ocmetro.com.

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About Kelley Blue Book (www.kbb.com)

Founded in 1926, Kelley Blue Book, The Trusted Resource®, is the only vehicle valuation and information source trusted and relied upon by both consumers and the industry. Each week the company provides the most market-reflective values in the industry on its top-rated website www.kbb.com, including its famous Blue Book® Trade-In and Retail Values and Fair Purchase Price, which reports what

others are paying for new cars this week. The company also provides vehicle pricing and values through various products and services available to car dealers, auto manufacturers, finance and insurance companies as well as governmental agencies. 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. Kelley Blue Book Co. Inc. is a wholly owned subsidiary of AutoTrader.com.

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