



Autobytel Integrates Kelley Blue Book's Used Vehicle Values into Consumer Sites

Car Shoppers Can Directly Compare Listed Prices Versus Trusted Industry Standard

Irvine, CA - March 1, 2005 - Autobytel Inc. (Nasdaq: ABTLE), a leading online automotive car buying and research destination, has kicked off a strategic relationship with Kelley Blue Book, the trusted resource for automotive pricing and information, to feature Kelley Blue Book's used vehicle values on its consumer-facing websites - Autobytel.com, Autoweb.com, Carsmart.com, Car.com, AICAutoSite.com and AutoSite.com.

Kelley Blue Book data is smoothly integrated into the Autobytel experience, enabling car buyers to directly compare seller prices versus Kelley Blue Book's trade-in, private party and/or suggested retail values without leaving the site or interrupting their research process. Shoppers can even begin the process by getting a Kelley Blue Book value on a specific used vehicle, then directly searching for that car or truck in Autobytel's Used Car Listings.

"Our goal is to empower our millions of used vehicle shoppers with the highest-quality inventory and the resources to help them make smart, confident buying decisions," said Russ Bartlett, Autobytel's vice president of product marketing. "Teaming up with Kelley Blue Book, the most trusted name in used vehicle values, furthers that mission."

The latest in a series of enhancements to Autobytel's Used Car Listings, the Kelley Blue Book feature joins other consumer-friendly Autobytel initiatives, including expanded vehicle photography, strategic links connecting buyers to inventory indicated by their shopping decisions, and a new "Deal of the Day" program that automatically presents a home page listing of the best local used vehicle deals in Autobytel's inventory.

"By teaming up with Autobytel and their family of web properties, we are reinforcing our leadership position in the automotive marketplace as the most trusted valuation source among top automotive websites," said Steve Moretti, vice president of business development and partnerships, Kelley Blue Book. "Not only is this a beneficial relationship for the two parties, but most importantly, Autobytel shoppers will now have immediate access to our used car values to guide them during the buying or selling process."

About Autobytel Inc.

Autobytel Inc. (Nasdaq: ABTLE), a leading Internet automotive marketing services company, helps retailers sell cars and manufacturers build brands through marketing, advertising, data and CRM (customer relationship management) products and programs. The Company owns and operates the automotive websites Autobytel.com, Autoweb.com, Car.com, Carsmart.com, AICAutoSite.com, Autoahorros.com and AutoSite.com, as well as AIC (Automotive Information Center), a trusted industry source of automotive marketing data and technology for over 20 years. Autobytel is also a leader in dealership lead management and CRM solutions and owns and operates AVV, Inc., a top provider of dealership CRM and sales management products, and Retention Performance Marketing, Inc. (RPM), which powers dealerships with cutting-edge customer loyalty and retention marketing programs. As the Internet's largest new car buying service, Autobytel generates over a billion dollars a month in car sales for dealers through its services and was the most visited new car buying and research destination in 2004, reaching millions of car shoppers as they made their vehicle buying decisions. Autobytel's car-selling sites and lead management products are used by more of the nation's top-100 e-dealers than any other program.

About Kelley Blue Book (kbb.com)

Kelley Blue Book is the most trusted vehicle information resource by both consumers and the auto industry. The company provides research tools and up-to-date pricing on thousands of new and used vehicles, including the company's New Car Blue Book Value, which reveals what a new car is actually selling for. Since 1926, car buyers and sellers have relied upon Kelley Blue Book for authoritative and unbiased information to make well-informed automotive decisions. The company reports vehicle prices and values via products and services including the famous Blue Book Official Guide™, software and Internet site, kbb.com. Kbb.com has been rated the No. 1 automotive information site by Nielsen//NetRatings as well as No. 1 and first visited automotive site by J.D. Power and Associates seven years running. No other medium reaches more in-market car-buyers than kbb.com; one in every four American car-buyers completes their research on kbb.com.

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