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Chrome Systems Adds Kelley Blue Book Data to its BookLink Automated Mapping Solution

First to Link to All Three Major Used Book Providers

PORTLAND, Ore., Jan. 27, 2011 /PRNewswire/ -- Chrome® Systems, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK) and an industry leader in managing automotive data, today announced the addition of Kelley Blue Book®, a leading provider of new and used car information, to BookLink, its automated mapping web service solution. The addition of Kelley Blue Book® Data makes BookLink the most robust and complete solution for financial institutions, large dealer groups and portals to access used book provider data. BookLink also already allows for mapping to NADA and Black Book.

(Logo: <http://photos.prnewswire.com/prnh/20110125/NY35848LOGO>)

"By including Kelley Blue Book information in Chrome's automated mapping solution, we are helping customers gain insight to the used market," said Damon Bennett, vice president of business development and partnerships for Kelley Blue Book. "Giving financial institutions, Web publishers and dealers access to Kelley Blue Book's data is a natural step in the evolution of our relationship with Chrome."

BookLink customers can now quickly and easily map between Chrome's vehicle data and Kelley Blue Book data without having to implement, host or update mapping tables. Mapping capabilities are available down to the option level, and users can search Kelley Blue Book option level data going back to the 1999 model year. Since BookLink includes automatic data updates from Chrome, Kelley Blue Book, NADA and Black Book, users always get access to the most up-to-date valuation provider information.

"The addition of Kelley Blue Book makes BookLink the first truly complete source for used vehicle valuation," said Amit Maheshwari, general manager, DealerTrack Data Services. "BookLink users can now access all of the data they need to drive vehicle representation, accurate market pricing and profitability faster and easier than ever before."

About Chrome (www.chrome.com)

Chrome Systems, Inc., provides vehicle content, software, technology and services to deliver complete enterprise solutions to all segments of the automotive retail industry. Chrome pioneered the technology behind electronic vehicle configuration with the introduction of PC Carbook, and since 1986 has collected, analyzed and enhanced "raw" automotive data from all manufacturers.

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.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits to dealers of Chrome's BookLink and the addition of Kelly Blue Book Data and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include the availability of Kelly Blue Book Data and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended

December 31, 2009. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.

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