

# 2010 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F06000005226

FILED  
Mar 03, 2010  
Secretary of State

Entity Name: KELLEY BLUE BOOK CO., INC.

**Current Principal Place of Business:**

195 TECHNOLOGY DR  
IRVINE, CA 92618

**New Principal Place of Business:**

**Current Mailing Address:**

195 TECHNOLOGY DR  
IRVINE, CA 92618

**New Mailing Address:**

FEI Number: 33-0873400      FEI Number Applied For ( )      FEI Number Not Applicable ( )      Certificate of Status Desired ( )

**Name and Address of Current Registered Agent:**

CT CORPORATION SYSTEM  
1200 S PINE ISLAND RD  
PLANTATION, FL 33324      US

**Name and Address of New Registered Agent:**

The above named entity submits this statement for the purpose of changing its registered office or registered agent, or both, in the State of Florida.

SIGNATURE: \_\_\_\_\_

Electronic Signature of Registered Agent

\_\_\_\_\_ Date

Election Campaign Financing Trust Fund Contribution ( ).

**OFFICERS AND DIRECTORS:**

Title: PCEO  
Name: JOHNSON, PAUL A  
Address: 195 TECHNOLOGY DR  
City-St-Zip: IRVINE, CA 92618

Title: D  
Name: JOHNSON, ALAN  
Address: 195 TECHNOLOGY DR  
City-St-Zip: IRVINE, CA 92618

Title: TCFO  
Name: MORRISON, JOHN W JR  
Address: 195 TECHNOLOGY DR  
City-St-Zip: IRVINE, CA 92618

Title: D  
Name: JONES, SYDNEY  
Address: 195 TECHNOLOGY DR  
City-St-Zip: IRVINE, CA 92618

Title: SEC  
Name: NICOLAS, SAMUEL A III  
Address: 195 TECHNOLOGY DRIVE  
City-St-Zip: IRVINE, CA 92618

I hereby certify that the information indicated on this report or supplemental report is true and accurate and that my electronic signature shall have the same legal effect as if made under oath; that I am an officer or director of the corporation or the receiver or trustee empowered to execute this report as required by Chapter 607, Florida Statutes; and that my name appears above, or on an attachment with all other like empowered.

SIGNATURE: JOHN W. MORRISON, JR.

CFO

03/03/2010

\_\_\_\_\_ Electronic Signature of Signing Officer or Director

\_\_\_\_\_ Date