

# 2011 FOR PROFIT CORPORATION ANNUAL REPORT

DOCUMENT# F06000005226

Entity Name: KELLEY BLUE BOOK CO., INC.

FILED  
Jan 06, 2011  
Secretary of State

**Current Principal Place of Business:**

195 TECHNOLOGY DR  
IRVINE, CA 92618

**New Principal Place of Business:**

6205 PEACHTREE DUNWOODY ROAD  
ATLANTA, GA 30328

**Current Mailing Address:**

195 TECHNOLOGY DR  
IRVINE, CA 92618

**New Mailing Address:**

6205 PEACHTREE DUNWOODY ROAD  
ATLANTA, GA 30328

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:**

CORPORATION SERVICE COMPANY  
1201 HAYS STREET  
TALLAHASSEE, FL 32301 US

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: TROY TODD

01/06/2011

Electronic Signature of Registered Agent

Date

**OFFICERS AND DIRECTORS:**

Title: PTD  
Name: JACOBSON, RICHARD J  
Address: 6205 PEACHTREE DUNWOODY ROAD  
City-St-Zip: ATLANTA, GA 30328

Title: SD  
Name: BOWEN, CHARLES N  
Address: 6205 PEACHTREE DUNWOODY ROAD  
City-St-Zip: ATLANTA, GA 30328

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: CHARLES N. BOWEN

SD

01/06/2011

Electronic Signature of Signing Officer or Director

Date