

May 28, 2010

Mr. Frank Whittaker
State of West Virginia
Division of Motor Vehicles
1317 Hansford Street
Charleston, WV 25311

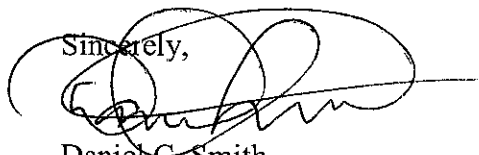
Mr. Whittaker,

Penton Business Media, Inc., dba Price Digests is pleased to submit the Execution of Quotation in Response to the Request for Quotation Number DMV100401 initiated by the State of West Virginia Division of Motor Vehicles.

We have examined the specifications of the Request for Quotation, and assure West Virginia that we will adhere to all provisions noted. We have provided all documentation requested.

We anxiously await your acceptance of our Execution of Quotation so we can assist West Virginia in accomplishing its goals of fair and equitable management and governance. We look forward to the opportunity to present in detail Price Digests' full scope and capabilities.

Sincerely,



Daniel C. Smith
Regional Sales Manager
Price Digests
A division of Penton Business Media, Inc.

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2010 JUN -1 A 10:07

PROCUREMENT DIVISION
STATE OF WV

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State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER
DMV100401

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF
FRANK WHITTAKER
304-558-2316

VENDOR

*709031246 913-967-7253
 PENTON MEDIA INC
 9800 METCALF AVE
 OVERLAND PARK KS 66212-2216

SHIP TO

DIVISION OF MOTOR VEHICLES
 1317 HANSFORD STREET
 CHARLESTON, WV
 25311 558-0002

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B	FREIGHT TERMS
05/06/2010				

BID OPENING DATE: 06/02/2010 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
0001	1	MN		920-45		\$33,400.00
<p>AUTO VALUE MATERIAL: PRINTED AND ELECTRONIC</p> <p>THE WEST VIRGINIA PURCHASING DIVISION, FOR THE AGENCY, THE WEST VIRGINIA DIVISION OF MOTOR VEHICLES, IS SOLICITING BIDS FROM RESPONSIBLE VENDORS TO PROVIDE THE AGENCY WITH AN AUTO VALUE SOFTWARE DATABASE AND PRINTED MATERIAL OF ALL INFORMATION RELATED TO VEHICLES FROM 1981 TO PRESENT, PER THE ATTACHED SPECIFICATIONS.</p> <p>MANDATORY PRE-BID</p> <p>A MANDATORY PRE-BID WILL BE HELD ON 05/18/10 AT 9:00 AM AT 5202 MACCORKLE AVE. SW CHARLESTON WV (KANAWHA MALL) INTERESTED PARTIES ARE REQUIRED TO ATTEND THIS MEETING. FAILURE TO ATTEND THE MANDATORY PRE-BID SHALL RESULT IN DISQUALIFICATION OF THE BID. NO ONE PERSON MAY REPRESENT MORE THAN ONE BIDDER.</p> <p>AN ATTENDANCE SHEET WILL BE MADE AVAILABLE FOR ALL POTENTIAL BIDDERS TO COMPLETE. THIS WILL SERVE AS THE OFFICIAL DOCUMENT VERIFYING ATTENDANCE AT THE MANDATORY PRE-BID. FAILURE TO PROVIDE YOUR COMPANY AND REPRESENTATIVE NAME ON THE ATTENDANCE SHEET WILL RESULT IN DISQUALIFICATION OF THE BID. THE STATE WILL NOT ACCEPT ANY OTHER DOCUMENTATION TO VERIFY ATTENDANCE. THE BIDDER IS RESPONSIBLE FOR ENSURING THEY HAVE COMPLETED THE INFORMATION REQUIRED ON THE ATTENDANCE SHEET. THE PURCHASING DIVISION AND THE STATE AGENCY WILL NOT ASSUME ANY RESPONSIBILITY FOR A BIDDER-S FAILURE TO COMPLETE THE PRE-BID ATTENDANCE SHEET. IN ADDITION, WE REQUEST THAT ALL POTENTIAL BIDDERS INCLUD</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE <i>Ron Logan</i>	TELEPHONE (913) 967-7253	DATE 5/28/10
TITLE Executive Director, Operations	FEIN 48-1071277	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
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05/06/2010				

BID OPENING DATE: 06/02/2010 BID OPENING TIME: 01:30PM

LINE	QUANTITY	UOP	CAT NO	ITEM NUMBER	UNIT PRICE	AMOUNT
<p>THEIR E-MAIL ADDRESS AND FAX NUMBER.</p> <p>ALL POTENTIAL BIDDERS ARE REQUESTED TO ARRIVE PRIOR TO THE STARTING TIME FOR THE PRE-BID. BIDDERS WHO ARRIVE LATE, BUT PRIOR TO THE DISMISSAL OF THE TECHNICAL PORTION OF THE PRE-BID WILL BE PERMITTED TO SIGN IN. BIDDERS WHO ARRIVE AFTER CONCLUSION OF THE TECHNICAL PORTION OF THE PRE-BID, BUT DURING ANY SUBSEQUENT PART OF THE PRE-BID WILL NOT BE PERMITTED TO SIGN THE ATTENDANCE SHEET.</p> <p>ALL TECHNICAL QUESTIONS MUST BE SUBMITTED IN WRITING TO FRANK WHITTAKER IN THE PURCHASING DIVISION VIA EMAIL AT FRANK.M.WHITTAKER@WV.GOV OR VIA FAX AT 304-558-4115. DEADLINE FOR ALL TECHNICAL QUESTIONS IS 05/20/10 AT 5:00 PM.</p> <p>ALL TECHNICAL QUESTIONS WILL BE ADDRESSED BY ADDENDUM AFTER THE DEADLINE.</p> <p>BANKRUPTCY: IN THE EVENT THE VENDOR/CONTRACTOR FILES FOR BANKRUPTCY PROTECTION, THE STATE MAY DEEM THE CONTRACT NULL AND VOID, AND TERMINATE SUCH CONTRACT WITHOUT FURTHER ORDER.</p> <p style="text-align: center;">NOTICE</p> <p>A SIGNED BID MUST BE SUBMITTED TO:</p> <p style="text-align: center;">DEPARTMENT OF ADMINISTRATION PURCHASING DIVISION BUILDING 15 2019 WASHINGTON STREET, EAST CHARLESTON, WV 25305-0130</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE (913) 967-7253	DATE 5/28/10
TITLE Executive Director, Operations	FEIN 48-1071277	ADDRESS CHANGES TO BE NOTED ABOVE

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05/06/2010				

BID OPENING DATE: 06/02/2010 BID OPENING TIME: 01:30PM

LINE	QUANTITY	UOP	CAT NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
THE BID SHOULD CONTAIN THIS INFORMATION ON THE FACE OF THE ENVELOPE OR THE BID MAY NOT BE CONSIDERED: SEALED BID BUYER: 44 RFQ NO.: DMV100401 BID OPENING DATE: 06/02/2010 BID OPENING TIME: 1:30 PM PLEASE PROVIDE A FAX NUMBER IN CASE IT IS NECESSARY TO CONTACT YOU REGARDING YOUR BID: (913) 514-7179 CONTACT PERSON (PLEASE PRINT CLEARLY): Daniel Smith ***** THIS IS THE END OF RFQ DMV100401 ***** TOTAL: \$33,400.00						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE: *Ken Royster* TELEPHONE: (913) 967-7253 DATE: 5/28/10

TITLE: Executive Director, Operations FEIN: 48-1071277 ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

WEST VIRGINIA DIVISION OF MOTOR VEHICLES
 SPECIFICATIONS
 Auto Value Software Database and Printed Material

DMVI00401

I. GENERAL INFORMATION

West Virginia Division of Motor Vehicles is charged with the regulatory and enforcement responsibilities in the areas of driver's license regulations and titling of registration of motor vehicles in West Virginia.

The intent of this RFQ is to obtain current motor vehicle information, with data elements and formats outlined in the TASKS REQUIRED section, to be incorporated into the DMV's computer system. This information will be used to capture average values or sales tax recovery values on vehicles. Each office/unit will also require one (1) set of printed material sent to them on a quarterly basis.

The Division has facilities throughout the State of West Virginia located at the following address:

1. Charleston Main office: PO, Box 17110, Attn: Kathy Cobb, Charleston, WV 25317
2. Charleston Call Center: PO Box 17500, Attn: Earl Reynolds, Charleston, WV 25317
3. Charleston Main Information Services: PO Box 17140, Attn: Wilbur Thaxton, Charleston, WV 25317
4. Kanawha City Branch Office: 5707 MacCorkle Ave, SE, Attn: Roger Beane, Charleston, WV 25317
5. Winfield/Hurricane Branch Office: 116 Liberty Square, Hurricane, WV 25387
6. Martinsburg Branch Office: 1438 Edwin Miller Blvd, Martinsburg, WV 25526
7. Princeton Branch Office: 198 Davis Street, Princeton, WV 24740
8. Logan Branch Office: 428 Main Street, Logan, WV 25601
9. Point Pleasant Branch Office: 1408 Kanawha Street, Point Pleasant, WV 25550
10. Parkersburg Branch Office: 3001 Dudley Ave. Parkersburg, WV 26104
11. Huntington Branch Office: 801 Madison Ave. Huntington, WV 25701
12. Clarksburg/Bridgeport Branch Office: 105 Platinum Drive, Bridgeport, WV 26330
13. Moundsville Branch Office: 400 TeleTech Drive, Suite 100, Moundsville, WV 26041
14. Morgantown Branch Office: 1525 Deckers Creek Blvd. Morgantown, WV 26505

- 15 Moorefield Branch Office: 410 South Main Street, Moorefield, WV 26041
16. Elkins Branch Office: 1029 N. Randolph Ave, Elkins, WV 25241
17. Beckley Branch Office: 107 Pinecrest Drive, Beckley, WV 25801
18. Romney Branch Office: Us RT 50 & Loop Road, Romney, WV 26757
19. Flatwoods/Sutton Branch Office: 295 Skidmore Lane, Sutton, WV 26601
20. Lewisburg Branch Office: 148 Maplewood Ave, Lewisburg, WV 24901
21. Williamson Branch Office: 225 3rd Ave Williamson, WV 25661
22. Welch Branch Office: 92 McDowell Street, Welch, WV 24801
23. Franklin Branch Office: Pendleton Business Center, HC61, Box 18A, Suite 330, Franklin, WV 26807
24. Spencer Branch Office: 115 Church Street, Spencer, WV 25276
25. Weirton Branch Office: 100 Municipal Plaza, Suite 100, Weirton, WV 26062
26. Charlestown/Kearneysville Branch Office: 24 Ruland Road, Kearneysville, WV 25430
- 27 IRP Office, Attn: Phil Kingery, 5707 MacCorkle Ave, PO Box 17900, Charleston, WV 25317

II. TASKS REQUIRED

The vendor will be responsible for supplying all data on all motor-powered vehicles from 1981 to the present day models. The information shall meet or exceed the following:

All information shall be submitted electronically in a standard ASCII text format and on CD-ROM media and sent to the Charleston Main Office, 5707 MacCorkle Ave, SE, Information Services, ATTN: Wilbur Thaxton, Charleston, WV 25317. This information shall be updated quarterly and is to be received by the DMV at least 10 days before the start of the quarter. The DMV will also have the information that is submitted electronically and on CD-ROM available on its web-site to enable customers to access vehicle average value information.

Electronic and CD-ROM information for passenger vehicles, all types of trucks, recreational vehicles and motorcycles shall include a 10-digit Vehicle Identification Number (VIN). The vendor shall provide a manufacturer's file highlighting digits in the VIN to be used to access proper vehicle data elements. The VIN shall conform to federal specifications. (do we need a web-site for this information to be obtained by the vendor?) . All Vehicles must be included in the quarterly updates provided by CD-ROM, regardless if any information changes. Information on boats and all types of trailers will be acceptable in printed material only.

Data Elements for all vehicles shall include the following:

YEAR
MAKE
MODEL
BODY STYLE
SHIPPING WEIGHT
GROSS VEHICLE WEIGHT
AVERAGE LOAN VALUE
AVERAGE RETAIL VALUE
AVERAGE WHOLESALE VALUE

A complete "hard copy" set of data shall be provided (as noted in Section I) to each of the above listed 26 locations. This information will be used as an alternate reference source in the event of a system malfunction. This information shall be updated quarterly along with the data submitted on the CD-ROM that is sent to the Charleston Office, Information Services.

Maintenance and technical support shall be provided from 8:30 a.m. to 4:30 p.m. Monday through Friday with the exception of recognized state and federal holidays. Minimum acceptable terms for maintenance and support shall include a return call from a qualified service representation within 4 hours of notification of a problem.

COST SHEET

The purchase price quoted shall include a DMV site license with unlimited use throughout the agency, including full rights to modify the form and format of the data and a hard copy for each location listed.

SITE LICENSE COST	\$ <u>28,000.00</u>
26 SETS OF HARD COPY	\$ <u>5,400.00</u>
TOTAL	\$ <u>33,400.00</u>

VENDOR PREFERENCE CERTIFICATE

Certification and application* is hereby made for Preference in accordance with *West Virginia Code*, §5A-3-37. (Does not apply to construction contracts) *West Virginia Code* §5A-3-37, provides an opportunity for qualifying vendors to request (at the time of bid) preference for their residency status. Such preference is an evaluation method only and will be applied only to the cost bid in accordance with the *West Virginia Code*. This certificate for application is to be used to request such preference. The Purchasing Division will make the determination of the Resident Vendor Preference, if applicable.

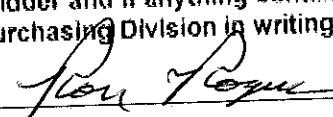
1. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is an individual resident vendor and has resided continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,
 Bidder is a partnership, association or corporation resident vendor and has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or** 80% of the ownership interest of Bidder is held by another individual, partnership, association or corporation resident vendor who has maintained its headquarters or principal place of business continuously in West Virginia for four (4) years immediately preceding the date of this certification; **or**,
 Bidder is a nonresident vendor which has an affiliate or subsidiary which employs a minimum of one hundred state residents and which has maintained its headquarters or principal place of business within West Virginia continuously for the four (4) years immediately preceding the date of this certification. **or**,
2. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a resident vendor who certifies that, during the life of the contract, on average at least 75% of the employees working on the project being bid are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid; **or**,
3. **Application is made for 2.5% resident vendor preference for the reason checked:**
 Bidder is a nonresident vendor employing a minimum of one hundred state residents or is a nonresident vendor with an affiliate or subsidiary which maintains its headquarters or principal place of business within West Virginia employing a minimum of one hundred state residents who certifies that, during the life of the contract, on average at least 75% of the employees or Bidder's affiliate's or subsidiary's employees are residents of West Virginia who have resided in the state continuously for the two years immediately preceding submission of this bid. **or**,
4. **Application is made for 5% resident vendor preference for the reason checked:**
 Bidder meets either the requirement of both subdivisions (1) and (2) or subdivision (1) and (3) as stated above; **or**,
5. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is an individual resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard and has resided in West Virginia continuously for the four years immediately preceding the date on which the bid is submitted; **or**,
6. **Application is made for 3.5% resident vendor preference who is a veteran for the reason checked:**
 Bidder is a resident vendor who is a veteran of the United States armed forces, the reserves or the National Guard, if, for purposes of producing or distributing the commodities or completing the project which is the subject of the vendor's bid and continuously over the entire term of the project, on average at least seventy-five percent of the vendor's employees are residents of West Virginia who have resided in the state continuously for the two immediately preceding years.

Bidder understands if the Secretary of Revenue determines that a Bidder receiving preference has failed to continue to meet the requirements for such preference, the Secretary may order the Director of Purchasing to (a) reject the bid; or (b) assess a penalty against such Bidder in an amount not to exceed 5% of the bid amount and that such penalty will be paid to the contracting agency or deducted from any unpaid balance on the contract or purchase order.

By submission of this certificate, Bidder agrees to disclose any reasonably requested information to the Purchasing Division and authorizes the Department of Revenue to disclose to the Director of Purchasing appropriate information verifying that Bidder has paid the required business taxes provided that such information does not contain the amounts of taxes paid nor any other information deemed by the Tax Commissioner to be confidential.

Under penalty of law for false swearing (*West Virginia Code*, §61-5-3), Bidder hereby certifies that this certificate is true and accurate in all respects; and that if a contract is issued to Bidder and if anything contained within this certificate changes during the term of the contract, Bidder will notify the Purchasing Division in writing immediately.

Bidder: Penton Media, Inc.

Signed: 

Date: 5/28/10

Title: Executive Director, Operations

*Check any combination of preference consideration(s) indicated above which you are entitled to receive

RFQ No. DMV100401

STATE OF WEST VIRGINIA
Purchasing Division

PURCHASING AFFIDAVIT

West Virginia Code §5A-3-10a states: No contract or renewal of any contract may be awarded by the state or any of its political subdivisions to any vendor or prospective vendor when the vendor or prospective vendor or a related party to the vendor or prospective vendor is a debtor and the debt owed is an amount greater than one thousand dollars in the aggregate

DEFINITIONS:

"Debt" means any assessment, premium, penalty, fine, tax or other amount of money owed to the state or any of its political subdivisions because of a judgment, fine, permit violation, license assessment, defaulted workers' compensation premium, penalty or other assessment presently delinquent or due and required to be paid to the state or any of its political subdivisions, including any interest or additional penalties accrued thereon

"Debtor" means any individual, corporation, partnership, association, limited liability company or any other form or business association owing a debt to the state or any of its political subdivisions. "Political subdivision" means any county commission; municipality; county board of education; any instrumentality established by a county or municipality; any separate corporation or instrumentality established by one or more counties or municipalities, as permitted by law; or any public body charged by law with the performance of a government function or whose jurisdiction is coextensive with one or more counties or municipalities. "Related party" means a party, whether an individual, corporation, partnership, association, limited liability company or any other form or business association or other entity whatsoever, related to any vendor by blood, marriage, ownership or contract through which the party has a relationship of ownership or other interest with the vendor so that the party will actually or by effect receive or control a portion of the benefit, profit or other consideration from performance of a vendor contract with the party receiving an amount that meets or exceeds five percent of the total contract amount.

EXCEPTION: The prohibition of this section does not apply where a vendor has contested any tax administered pursuant to chapter eleven of this code, workers' compensation premium, permit fee or environmental fee or assessment and the matter has not become final or where the vendor has entered into a payment plan or agreement and the vendor is not in default of any of the provisions of such plan or agreement

Under penalty of law for false swearing (*West Virginia Code §61-5-3*), it is hereby certified that the vendor affirms and acknowledges the information in this affidavit and is in compliance with the requirements as stated.

WITNESS THE FOLLOWING SIGNATURE

Vendor's Name: Penton Media, Inc.

Authorized Signature: *Don Regan* Date: 5/28/10

State of Kansas

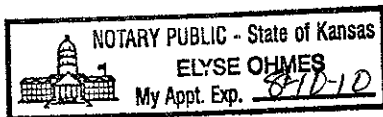
County of Johnson to-wit:

Taken, subscribed, and sworn to before me this 28th day of May, 2010

My Commission expires August 10 2010

AFFIX SEAL HERE

NOTARY PUBLIC *Elyse Ohmes*



Section 2 - Pricing Detail

2.1 Auto Value Material – Electronic

This Schedule incorporates by reference to the WV DMV RFQ Number DMV100401

<u>Product</u>	<u>Annual Licensing Fee</u>
The Auto Red Book Database	\$8,000.00
The Older Auto Red Book Database	\$4,000.00
The Truck Blue Book Database	\$8,000.00
The Older Truck Blue Book Database	\$4,000.00
Clymer Powersport Blue Book (Motorcycles) Database	<u>\$4,000.00</u>
Annual Licensing Fee for VIN-Decodable Databases¹	\$28,000.00
Optional Non Vin-Decodable Databases ²	
Recreational Vehicle Blue Book Database	\$4,000.00
Marine Blue Book Database	\$4,000.00
Optional Web Service Data Transmittal Module ³	No Charge

¹ Data transmittal in a standard ASCII text format and sent on CD-ROM media. Data will be provided on a quarterly basis and sent to the WV DMV at least 10 days before the start of each quarter. Includes maintenance and technical support from 7:30 a.m. to 5:00 p.m. CST Monday through Friday as outlined on page 5, under "TASKS REQUIRED" Electric Database release schedule shown in Section 3.1, Page 12.

² Recreational Vehicle and Marine Blue Book Databases can be queried through a Make/Model/Year interface. Please see Section 5.2, page 19 for additional detail.

³ Web Service Module includes data transmittal via XML interface including 7:30 a.m. to 5:00 p.m. Central Time customer support Monday-Friday as outlined in Section 4.4, page 18. The Web Service Module would be in lieu of the standard ASCII format provided on CD-ROM Media if requested

Section 2 - Pricing Detail (continued)

2.2 Auto Value Material – Print

This Schedule incorporates by reference to the WV DMV RFQ Number DMV100401

Product	# Subs	Rate Per	Total
Automobile Red Book	27	\$25.00	\$ 675.00
Older Automobile Red Book	27	\$ 0.00	\$ 0.00
Truck Blue Book	27	\$25.00	\$ 675.00
Older Truck Blue Book	27	\$ 0.00	\$ 0.00
Powersport Vehicle Blue Book	27	\$30.00	\$ 810.00
Recreational Vehicle Blue book	27	\$60.00	\$1,620.00
ABOS Marine Blue Book Volumes 1&2	27	\$60.00	\$1,620.00
Commercial Trailer Blue Book	27	\$ 0.00	\$ 0.00
Truck Body Blue Book	27	\$ 0.00	\$ 0.00
Truck ID Blue Book	27	\$ 0.00	\$ 0.00
Total Annual Print Costs¹		\$200.00²	\$5,400.00³

¹ Print publication release schedule shown in Section 3 2, Page 12.

² Additional complete sets of print, over and above the initial 27 locations and be purchased for \$200.00 per location

³ Each of the listed locations shown on page 4 and 5 under "GENERAL INFORMATION" will receive one login with free access for the term of the agreement to the Price Digests Basic Values Online software for the following deliverables:

- Basic Values Online – Passenger Vehicles (Automobiles, Light Trucks and SUV's)
- Basic Values Online – Commercial Vehicles (Medium and Heavy Duty Trucks)
- Basic Values Online – Clymer Powersport Vehicles (Motorcycle)
- Basic Values Online – Recreational Vehicles
- Basic Values Online – Boats and Trailers

Section 3 – Price Digests Release Schedules

3.1 Auto Value Material – Electronic

<u>Product</u>	<u>Release Schedule</u>
The Auto Red Book Database	1/1, 4/1, 7/1, 10/1
The Older Auto Red Book Database	1/1, 4/1, 7/1, 10/1
The Truck Blue Book Database	1/1, 4/1, 7/1, 10/1
The Older Truck Blue Book Database	1/1, 4/1, 7/1, 10/1
Clymer Powersport Blue Book (Motorcycles) Database	1/1, 4/1, 7/1, 10/1

Optional Non Vin-Decodable Databases

Recreational Vehicle Blue Book Database	1/1, 4/1, 7/1, 10/1
Marine Blue Book Database	1/1, 4/1, 7/1, 10/1

3.2 Auto Value Material – Hardcopy

<u>Product</u>	<u>Release Schedule</u>
Automobile Red Book	1/1, 4/1, 7/1, 10/1
Older Automobile Red Book	1/1, 4/1, 7/1, 10/1
Truck Blue Book	1/1, 4/1, 7/1, 10/1
Older Truck Blue Book	1/1, 7/1
Powersport Vehicle Blue Book	3/1, 9/1
Recreational Vehicle Blue book (print)	1/1, 7/1
ABOS Marine Blue Book Volumes 1&2	9/1
Commercial Trailer Blue Book	1/1, 7/1
Truck Body Blue Book	1/1
Truck ID Blue Book	1/1

Section 4 - Digital Data Delivery Options

Price Digests can extend two options that can meet or exceed West Virginia's long-term data goals and business requirements. Below you will find a summary of each solution.

Requirement	Data Files	Web Service
Comes with Tools (Save Search, Calculators, Report Generators)		
Data Accessible Offline	X	
Latest Version Always Accessible		X
Easy Spreadsheet Integration	X	
Easy Internal Application Integration	X (requires import)	X
Requires Non Disclosure Agreement (NDA)	X	X
Internal Change Management Ease (Ranking)	2	1
Internal Integration/Development Ease (Ranking)	2	1

4.1 Data Delivered Via File (Excel, PDF, CSV, TXT, MS Access)

1. Data files offer the complete data set which can be:
 - a. Downloaded and viewed as a file.
 - b. Posted on an internal FTP site.
 - c. Customer Imports the file into a new or existing database. Customer would then create an interface with this database. Requires Customer programming/development.
2. Customer can also save the data for historical purposes.
3. The data file option offers customer more options for customizing and analyzing the data.
4. Customer can work in an "internet disconnected" mode.
5. Data can be delivered by Email, FTP, or shipped via CD.
6. Data is a snapshot and will only be updated upon next delivery of the file.
7. Can work as a backup or to augment Web Services.

4.2 Web Service

1. Direct 24/7 access to production database. No file importing or updating necessary.
2. Easy integration into current applications. "It is just like an internal data source to a developer".
3. Easy Change Management – Clearly defined and editable inputs.
4. Easily adaptable attributes, i.e. values, specs or some combination. Solution is targeted to the customer and that is easily managed.
5. Standard protocol (SOAP/XML) that can be integrated into any platform or environment.
6. Unable to work in an "internet disconnected" mode.

4.3 Web Service Continuity and Disaster Recovery Plan

Penton Business Media, the largest business-to-business media company in North America is committed to quality and availability of our information data products. Our business continuity and disaster recovery plans address the 1) back office systems including data and auction information collection, 2) email and messaging systems used internally and for client communications and 3) provision of Web Services and other online applications.

The West Virginia Department of Motor Vehicles Web Service will be hosted out of Neospire's facility in Dallas, TX. Penton Business Media partners with Neospire to capitalize on their outstanding facility and services. Neospire's disaster recovery plan can be found in Section 4.3.1, page 15. While the relationship between Penton and Neospire will be transparent to West Virginia, we will happily arrange a visit to their facility at West Virginia's request. As Penton Business Media's primary hosting facility, Neospire utilizes state of the art data center technology to minimize risk in the event of:

- Fire
- Theft
- Natural Disaster
- Technical Difficulty
- Equipment Failure

Penton Business Media also recognizes the importance of the internal applications used to develop our valuations. In our location in Overland Park, KS, all systems are maintained in a data center environment. We also have a third party data center facility outside of our primary facility. A general overview of the business continuity measures is included in Section 4.3.2, page 17.

NEOSPIRE DISASTER RECOVERY PLAN ("NDRP")

OVERVIEW

4.3.1 General Overview of Neospire's Business Continuity and Disaster Recovery Plan

The overall objectives of the NDRP are to protect corporate resources and employees, to safeguard the organization's vital records and to guarantee the continued availability of essential managed hosting services. The role of this Plan in these objectives is to document the process and procedure for responding to a potential disaster.

A disaster is defined as the occurrence of any event that causes a significant disruption in NeoSpire's capabilities. The central theme of the Plan is to minimize the effect a disaster will have upon on-going operations. This Plan responds to the most severe disaster, the kind that requires moving off site to a backup facility. Occurrences of a less severe nature are controlled at the appropriate management level as a part of the total Plan.

The basic approach, general assumptions, and sequence of events that need to be followed will be stated in the Plan. It will outline specific preparations prior to a disaster and emergency procedures immediately after a disaster. The Plan is a roadmap from disaster to recovery. The Plan will be distributed to all key personnel, and they will receive periodic updates. The general approach is to make the plan as threat-independent as possible. This means that it should be functional regardless of what type of disaster occurs. In order to limit the loss, it will provide for the logical restoring of all critical systems to a production status within 72 hours after the equipment is operational at an alternate location.

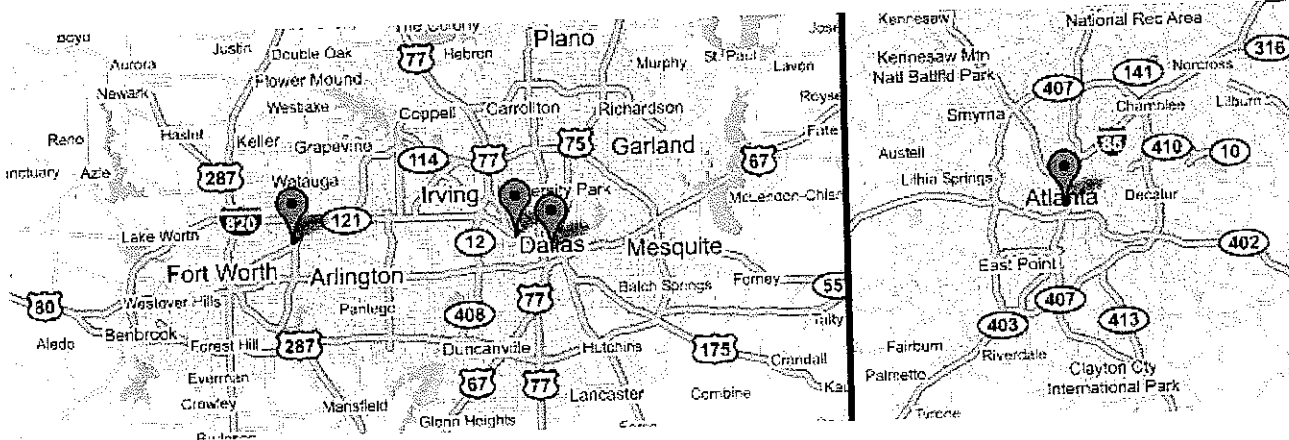
For the recovery process to be effective, we have organized the Plan around the team concept. Each team has specific duties and responsibilities once the decision is made to invoke the disaster recovery mode. The Plan contains the phone numbers of the team members and represents a dynamic process that is kept up-to-date through updates, testing, and reviews. As recommendations are completed or as new areas of concern are recognized, the Plan will be updated reflecting the current status.

Key Locations

Primary Datacenter
DAL1 - Downtown Dallas, TX

Alternate Datacenters
DAL2 - North Dallas, TX
ATL1 - Downtown Atlanta, GA

Offsite Data Storage
Iron Mountain - Ft. Worth, TX

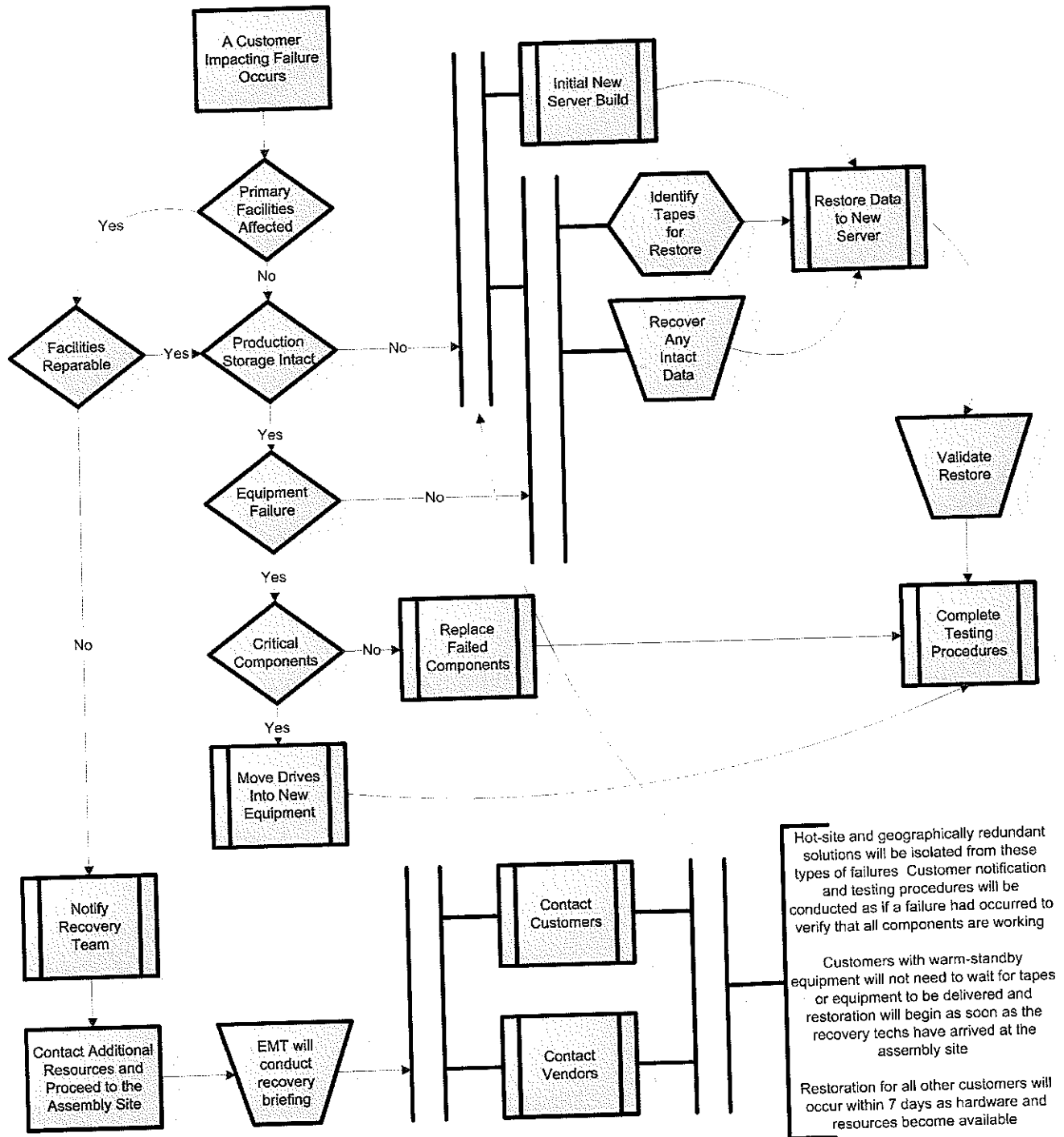


Key Plan Metrics

	DAL1/DAL2	ATL1
Arrival of Initial Responders	Onsite / 15 minutes	30 minutes
Arrival of Additional Resources	90 minutes	18 hours
Delivery of Offsite Tape Media	90 minutes	2 days
Delivery of Server Equipment	2 days	3 days

Recovery Process

4.3.1 General Overview of Neospire's Business Continuity and Disaster Recovery Plan (Continued)



4.3.2 General Overview of Penton Business Media's Business Continuity Measures

Penton Business Media maintains, separately from Neospire, two additional other data centers. These data centers are protected from localized disasters by way of the following infrastructure:

Key Business Continuity Specifications at Primary Data Center (FNTS)

1. Located off-site, at a hardened data center facility
2. Access to facility limited to key support personnel
3. 24x7 environment monitoring by FNTS personnel
4. Data/Application backups:
 - a. Night differential backups to tape
 - b. Weekly full backups to tape
 - c. Weekly tapes stored off-site at Iron Mountain
5. Power
 - a. Systems are powered by a monitored Liebert UPS
 - b. The Liebert's primary power is public electrical power grid of KCPL Power company
 - c. Backup power is a generator
6. WAN Network runs on a dual entry fiber loop
7. Data Center Fire Protection is in place

Key Business Continuity Specifications at Secondary Data Center (Penton Business Media, 9800 Metcalf Avenue, Overland Park, KS 66212)

1. Located In Penton's Overland Park, KS office
2. Access to facility limited to key support personnel
3. Data/Application backups
 - a. Night differential backups to tape
 - b. Weekly full backups to tape
 - c. Weekly tapes stored off-site at Iron Mountain
4. Power
 - a. Systems are powered by a monitored Liebert UPS
 - b. The Liebert's power is public electrical power grid of KCPL Power company
 - c. Liebert battery/monitoring system provides enough UPS power to properly power down systems
 - d. Power monitored 24/7 by Leibert personnel
5. WAN Network, WAN is a fiber loop from Verizon and AT&T
6. Data Center Fire Protection in place

Note: Power continuity, Fire Suppression, and Facility Access apply to all building areas of 9800 Metcalf. In addition, Penton operates multiple office locations worldwide. In the event of problems at a single location, staff and tools can easily be relocated to another facility.

4.4 Web Service - Service Level Agreement and Support

The Services will be available and secured with SSL 128-bit encryption 24/7/365. This SLA applies only to the Services and their production site and does not include any other supporting sites. This SLA provides ninety-eight percent (98%) uptime during business hours, less any agreed upon exceptions or "Excused Downtime" as defined below.

Support:

Between the hours of 7:30 am and 5:00 pm Central Time, Monday through Friday legal holidays excepted, technically competent PENTON personnel shall be readily and regularly available by telephone to receive reports of problems, failures or errors of the Services, and to provide problem solutions and corrections, "work-arounds" or "fixes" to readily correctable problems, failures or errors, i.e., items which can be resolved within twenty-four (24) hours.

Excused Web Service Downtime:

The events that affect service availability are as follows:

Release Process – PENTON engineers may make "emergency releases" to fix problems with the site and/or application. Most of these fixes will not affect customers. When such a release causes a planned outage or otherwise affects customers, they shall be notified beforehand.

Maintenance – Hardware upgrades and system maintenance activities are not performed during the normal business hours unless twenty-four (24) hours prior notice is provided and should not affect the availability of the site and/or application.

Planned Outages – PENTON has brief outages, approximately once every four (4) weeks for one minute or less, to load new data into our servers. Also, occasionally, the site and/or application may be unavailable during non-business hours for brief periods to perform routine maintenance. If the system, the Services or application problem is localized to the customer or outside of the control or influence of PENTON and its hosting provider, PENTON will not be held accountable under this SLA. PENTON will resolve outage questions within a reasonable amount of time during telephone support operation hours.

Disaster Recovery – PENTON servers are located in a secure facility. In the case of a disaster, PENTON can deploy backup servers to restore the site and/or application after an outage period commensurate with the scope of the disaster.

Standard Product Level:

System Capacity – The PENTON sites, applications and PRODUCTS are operated at well under rated capacity.

Response Time – Ninety percent (90%) of searches on the PRODUCTS return results within two (2) to ten (10) seconds; however, certain searches with broadly specified inputs may take longer.

Monitoring -- No specific performance monitoring tools are used by PENTON. Instead, PENTON engineers continually inspect the site and/or application for performance issues. PENTON will keep a record of usage statistics and submit them to the customer on a quarterly basis. Usage Reports will include the number of hits coming from each company intranet tracked by IP.

Section 5 – Database Detail

5.1 Scope of Database Coverage

Price Digests can provide the values applicable for all specified makes and models of vehicles legally manufactured or imported into the United States. Price Digests can, in fact, extend the model years as specified in the following table:

Type	Model Years
Passenger (Automobile)	Current model year – 1981
Light Truck and SUV	Current model year – 1981
Medium Truck	Current model year – 20 years old
Heavy Truck	Current model year – 20 years old
Motorcycle	Current model year – 35 years old
Marine	Current model year – 36 years old
RV Motor home	Current model year – 32 years old
RV Travel Trailer & 5 th Wheel	Current model year – 32 years old

5.2 VIN Decoding Detail

Price Digests has the capability to provide vehicle values given VIN or year, make, model, and as according to applicability as specified in the following table:

Type	VIN Decodable	Year, Make, Model Lookup
Automobiles	Yes	Yes
Light Truck and SUV	Yes	Yes
Medium Truck	Yes	Yes
Heavy Truck	Yes	Yes
Motorcycle	Yes	Yes
Marine	No	Yes
RV Motor home	No	Yes
RV Travel Trailer & 5 th Wheel	No	Yes

Automobiles, light trucks, SUV's, medium and heavy duty trucks and motorcycles can be queried with a valid 17 digit VIN, or through a make/model/year lookup if a valid VIN is not present.

Recreational Vehicles and Marine Watercrafts can only be queried with a make/model/year lookup. Recreational Vehicles often contain a chassis and engine from another manufacturer and are built from the incomplete chassis. In most of these cases, the VIN is tied to the chassis and engine making VIN data retrieval not possible for the complete Recreational Vehicle. Marine Hull Identification Numbers (HINs) are not standardized across the industry and are not considered a valid tool for identification purposes.

5.3 West Virginia Requested Data Elements

Below is a list of required data elements requested by the West Virginia Department of Motor Vehicles:

Year
 Make
 Model
 Body Style
 Shipping Weight
 Gross Vehicle Weight
 Average Loan Value
 Average Retail Value
 Average Wholesale Value

Years of requested database coverage – 1981 to Current

Price Digests Compatibility Chart of Requested Elements

Product	Meet Year Range	Meet Elements
The Auto Red Book Database	Yes	Yes
The Older Auto Red Book Database	Yes	Yes
The Truck Blue Book Database	No ¹	Yes
The Older Truck Blue Book Database	No ¹	Yes
Clymer Powersport Blue Book (Motorcycles) Database	Yes	Yes
Optional Non Vin-Decodable Databases		
Recreational Vehicle Blue Book Database	Yes	Yes
Marine Blue Book Database	Yes	Yes

¹ Price Digests Truck and Older Truck Databases covering Medium and Heavy Duty Trucks contain 20 years of VIN-driven valuation and specification data and lead the industry in both breadth and scope of offerings. Price Digests' Databases contain VIN-driven specification data back to 1981, but only provide Finance, Retail and Wholesale values from current year back to 20 years of age

Section 6 - Database Fact Sheets and Attributes

6.1 Automobile Red Book Database – Since 1911

Description:	Cars, SUVs, Light Trucks, Vans
Years of Coverage	10
Different Makes Covered:	44
Number of Records:	18,593
Key Data Descriptions:	Year*, Manufacturer, Model VIN, Make*, Model*, Description, Trim Code, Number of Doors, Drive train, Cab, Wheel Power, Vehicle Type (Body Style)*, Bed Code, Top Code, Engine, Number Cylinders, Engine Size, Turbo, Fuel, Trans. Speeds, weight, safety restraints, number of passengers, curb weight* GVWR (light trucks)*, cab, brake type, wheelbase.
Values:	Cost New, Finance*, Wholesale*, Retail*

**Required West Virginia Data Element*

6.2 Older Automobile Red Book Database

Description:	Cars, SUVs, Light Trucks, Vans
Years of Coverage	19
Different Makes Covered:	48
Number of Records:	21,228
Key Data Descriptions:	Year*, Manufacturer, Model VIN, Make*, Model*, Description, Trim Code, Number of Doors, Drive train, Cab, Wheel Power, Vehicle Type (Body Style)*, Bed Code, Top Code, Engine, Number Cylinders, Engine Size, Turbo, Fuel, Trans. Speeds, weight, safety restraints, number of passengers, shipping weight* GVWR (light trucks)*, cab, brake type, wheelbase.
Values:	Cost New, Finance*, Wholesale*, Retail*

This database, combined with The Automobile Red Book, contains more than 38,000 unique models with respective model identification numbers that are VIN decodable for batch VIN processing. First to market in 1983 and still the most robust VIN driven database in the industry. We lead all other valuation services in reflecting most current offerings. Numerous identifying specifications included with each model of vehicle.

**Required West Virginia Data Element*

6.3 Truck Blue Book Database – Since 1933

Description:	Medium and Heavy Duty Trucks
Years of Coverage:	11
Different Makes Covered:	22
Number of Records:	4,394
Key Data Descriptions:	Year*, Manufacturer*, Model*, Engine, Engine Description, Engine Cylinders, Axle, Transmission, Gross Vehicle Weight Rating*, Wheelbase, GCW, Net Weight, VIN, Serial Number, Factory New Price, Finance Value*, Retail Value*, Wholesale Value *
Values:	

**Required West Virginia Data Element*

6.4 Older Truck Blue Book Database

Description:	Medium and Heavy Duty Trucks
Years of Coverage:	10
Different Makes Covered:	25
Number of Records:	3,772
Key Data Descriptions:	Year*, Manufacturer*, Model*, Engine, Engine Description, Engine Cylinders, Axle, Transmission, Gross Vehicle Weight Rating*, Wheelbase, GCW, Net Weight, VIN, Serial Number, Factory New Price, Finance Value*, Retail Value*, Wholesale Value *
Values:	

This database, combined with The Truck Blue Book, contains more than 8,000 unique models with respective model identification numbers that are VIN decodable for batch VIN processing. First to market - 1983 - and still the most robust VIN driven database in the industry. We lead all other valuation services in reflecting most current offerings. Numerous identifying specifications included with each model of vehicle.

**Required West Virginia Data Element*

6.5 Powersport Vehicle Blue Book Database (Motorcycles) – Since 1966

Description:	Motorcycles, ATVs, Snowmobiles, Personal Watercraft, Trailers
Years of Coverage:	36
Different Makes Covered:	202
Number of Records:	16,756
Key Data Descriptions:	Year*, Manufacturer*, Model*, Type*, VIN2, Mod Num, Engine Displacement, Engine Cycles, Bore &Stroke, Length, Seat Height, Weight*, Transmission Speeds
Values:	MSRP, Low*, High*, Retail*

This database contains over 11,443 motorcycles & ATV's, 1,873 snowmobiles, 2,623 transport trailers and 817 personal watercrafts. Most street motorcycles are VIN decodable for batch VIN processing. Leads all valuation services in reflecting most current offerings. Numerous identifying specifications included with each model record.

**Required West Virginia Data Element*

6.6 ABOS Marine Blue Book Database – Since 1949

Description:	Boats, Outboard Motors, Trailers
Years of Coverage:	37
Different Makes Covered:	1,539
Number of Records:	325,168
Key Data Descriptions:	Year*, Manufacturer*, Model*, Propulsion Type, Boat Type*, Length, Width, Weight*, Engine Horsepower, Hull Material, Rated Horsepower Capacity, Weight Capacity
Values:	Factory New Price, Retail Value*, Low* and High Trade-in*

This database contains detailed specifications and pricing information for; inboard powered boats, stern drive powered boats, outboard powered boats, sailboats, pontoon boats, houseboats, personal watercraft, outboard motors and boat trailers. Lead all valuation services in reflecting most current offerings. Numerous identifying specifications included with each model record.

**Required West Virginia Data Element*

6.7 Recreational Vehicle Blue Book Database

Description: Motor Homes, Travel Trailers, Camping Trailers, Truck Campers
Years of Coverage: 33
Different Makes Covered: 375
Number of Records: 128,332
Key Data Descriptions: Year*, Manufacturer*, Model*, Type, Width, Length, Weight*
Values: Original MSRP, Finance*, Wholesale*, Retail*

This database includes; motor homes, travel trailers, camping trailers, tent campers, mobile homes and truck campers.

**Required West Virginia Data Element*

Section 7 - Price Digests Company Qualifications and Experience

7.1 Price Digests Highlights and History

Price Digests is a division of Penton Media, Inc., the largest independent Business-to-Business media company in North America. Price Digests rounds out Penton's array of transportation properties including *EquipmentWatch*, *Ward's AutoWorld*, *American Trucker Magazine*, *FleetOwner* and *FleetSeek*. This is further testament to the expertise and knowledge that goes into Penton's entire suite of products.

When it comes to vehicle valuation and specification solutions, Price Digests has an unparalleled breadth of experience. When Price Digests' *Automobile Red Book* was launched in 1911, the original editors and industry experts were committed to creating the most accurate, most comprehensive work on vehicle valuation and specifications for the automotive marketplace. This dedication and passion has not wavered in 99 years of continuous publication. Over the years, we have expanded our portfolio to include heavy trucks, commercial trailers, motorcycles, recreational vehicles, marine vessels, farm equipment, classic vehicles and aircrafts.

- ***Automobile Red Book established in 1911***
- ***The Truck Blue Book established in 1928***
- ***The Recreational Vehicle Blue Book established in 1936***
- ***ABOS Marine Blue Book established in 1949***
- ***Clymer Powersport Vehicle Blue Book established in 1966***
- ***The Truck Body Blue Book established in 1994***

Electronic Media Highlights

Our electronic media services have broadened as changing technology allowed for new methods of data distribution.

- **First VIN driven database to market for Ontario in 1983**
- **First VIN driven PC software to market in 1988**
- **Online valuation and specification software added in 2001**
- **Web Services added in 2005**

7.2 Scope of Services

Price Digests has experience working with state governments to provide data solutions, including custom reports, collateral analysis, fleet management and data guides. With the combined products offered by Price Digests and EquipmentWatch, we are specified for transportation properties in 49 of the 50 states. Our Information Data Products Team is available to assist with any specific software, data and programming issues. The Editorial Team is on hand to answer any specific vehicle and specification questions. Our Customer Service Team answers general inquiries via phone or email each day of the workweek. Price Digests is equipped to meet the specific needs, wants and requirements of West Virginia and will exceed all set expectations.

Today, we provide information services in a variety of forms. Our capabilities are broad-based to suit the needs of our customers. These include the following services.

- Online Valuation and Specification Products
- Printed Valuation Guides
- Database Licensing in Flat Files and/or Web Services
- Valuation Services
- CD-Rom Software
- Customized VIN Batch Processing
- State Revenue Recovery Programs
- Custom Software, Systems and Reporting
- Fleet Management and Collateral Analysis

Vehicle Types	Price Digests Depth of Expertise
Passenger Auto, Light Truck and SUV's	Market reflective valuations, specifications, manufacturer information, fleets, dealership data, best practices
Medium and Heavy Duty Trucks	Market reflective valuations, specifications, manufacturer information, fleets, key industry data, consultative services, new product information
Motorcycles	Market reflective valuations, specifications, service and repair information
Marine	Market reflective valuations, specifications, service and repair information
RV Motor Home, Travel Trailer & 5th Wheel's	Market reflective valuations, specifications

7.3 Price Digests Value Development Methodology

The values contained in all Price Digest products are compiled from numerous trusted and reliable sources. These include, but are not limited to, Original Equipment Manufacturers (OEM's), reported auction prices (open and closed), reported dealer-selling prices and classified advertising.

Each month more than 750,000 auction prices and more than 3 million classified prices are utilized to find the most market reflective values possible.

Individual models are researched for purchase prices on good, clean, saleable vehicles. We monitor influential market factors such as: fuel prices, popular model shortages and the overproduction of low-demand vehicles. The published retail value is representative of what a willing buyer would pay for a good, clean vehicle generally purchased from a dealer. Price Digests values are copyrighted and should be considered our opinion in regards to the perceived value of a vehicle in the marketplace.

7.4 Price Digests and Related Transportation Valuation and Specification Websites

The Price Digests division, along with Penton Business Media information data products, is used by more 500,000 consumers and businesspeople annually, serving more than 3 million pages of online content each month worldwide. Our valuation and specification websites include the following:

- Price Digests (www.pricedigests.com)
- Basic Values Online (www.basicvalues.pricedigests.com)
- Automobile Red Book (www.autoredbook.com)
- Truck Blue Book (www.truckbluebook.com)
- Clymer Values (www.clymervalues.com)
- Recreational Vehicles (www.rvvaluesonline.com)
- ABOS Marine (www.abos.com)
- Canadian Red Book (www.canadianredbook.com)
- Aircraft Bluebook (www.aircraftbluebook.com)
- EquipmentWatch (www.equipmentwatch.com)
- Clymer (www.clymer.com)
- American Trucker (www.trucker.com)
- SpeedNews (www.speednews.com)
- Penton Business Media (www.penton.com)

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