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ADESA, AuctionPipeline Announce Cooperative

Carmel, IN and Spokane, WA—ADESA and AuctionPipeline (Pipeline) today announced a significant industry cooperative, whereby each auction group has agreed to list the other's vehicles on its respective Web site.

During the next year, this will include run lists, market reports and eventually both simulcast and Internet-only sales. This cooperative effort, called Plus, represents the union of two of the largest auction Web sites in the industry. This creates not only a considerably larger selection of vehicles, but it also provides a broader and more diverse buyer base.

"This cooperative agreement will benefit all stakeholders," said AuctionPipeline President Scott Finkle. "Corporate consignors will have their inventories exposed to a broader network, which translates into more eyes on their vehicles. Dealers will have a significantly larger pool of auctions and vehicles from which to seamlessly shop. Auctions will benefit from the combined dealer base."

Mike Hockett of ABC Auctions, added, "Having recently finalized our agreement with AuctionPipeline, I am thrilled to learn that Pipeline and ADESA have formed Plus, and that ABC can be a part of it all."

Dealers will continue to access vehicle information from both ADESA.com and AuctionPipeline.com, but both sites will house inventory from both platforms. Dealers will be able to search both auction groups for specific vehicles. So, regardless of which site they use, dealers will soon notice the Plus symbol built into both Web sites, allowing easy access to shared information and inventory across all auction locations. It is important to note that Pipeline and ADESA auctions will continue to compete in the physical auction space as well as online.

“We simply must continue to evolve to meet the ever-changing needs of our customers,” said ADESA President and CEO Tom Caruso. “As the number of vehicles sold online increases—be it upstream, midstream or at auction—a robust buyer group is critical for the success of these platforms.”

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 62 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit ADESA.com for details.

About AuctionPipeline

AuctionPipeline.com is the nation’s largest consolidated listing of vehicles available for sale at independent wholesale auctions. Locally owned and operated independent auctions have a tradition of providing the highest levels of customer service in the industry, and AuctionPipeline’s technology compliments that service. Thousands of independent dealers the nation over are committed to independent auctions as are many of the nation’s leading institutional remarketers including CitiFinancial Auto, Wachovia Dealer Services, Bank of America, GM, Ford, Chrysler, Nissan and Wells Fargo. Visit AuctionPipeline.com for additional information.

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