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For Immediate Release

Darci Valentine
darci.valentine@adesa.com
317-249-4414

AutoVIN Announces Alliance with Sword Apak

Carmel, IN—ADESA announced today that AutoVIN, the company's professional information services subsidiary, has entered into a marketing agreement with Sword Apak. Part of the Sword Group, Sword Apak has more than 30 years of experience providing specialist financial systems to asset-based finance and retail banking sectors.

"Sword Apak is recognized as a global leader for its expertise in providing specialist floorplanning systems to the automotive and inventory finance industries," said Dennis Jones, president of AutoVIN. "This partnership is a good match for AutoVIN, and I am pleased to share this information with our customers."

This marketing agreement includes AutoVIN and Sword Apak working together cooperatively to raise awareness of each other's products and services as well as referring prospective customers.

"This agreement marries the synergies between our organizations," said James Powell, sales director for Sword Apak. "It is a win-win for our customers—providing them with additional resources for meeting their business needs. I look forward to partnering with AutoVIN, which has a reputation as a leading provider for professional field information services."

Sword Apak's proven floorplanning software is used worldwide by manufacturer captive and independent finance providers to manage their wholesale floorplanning portfolios. The supplier's highly advanced, Web- based application (WFSv6) is easily and quickly deployed using future-proof technical architecture that will support clients' growing international business aspirations.

"At AutoVIN, we're always looking for additional ways to support our customers," said Jones. "Sword Apak has in-depth knowledge of the automotive finance industry, and with WFSv6 offers the ideal complementary solution that our customers will find beneficial."

AutoVIN's services include vehicle condition reporting, inventory verification auditing, program compliance auditing and facility inspections. AutoVIN goes beyond the boundaries of traditional automotive field service organizations by using highly qualified, company-employed field managers and advanced computer technology to process data accurately and deliver actionable results to customers in a timely manner.

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About Sword Apak

Sword Apak (part of the Sword Group) has over 30 years' experience of providing specialist Wholesale Finance solutions. Supporting over 6000 dealers in more than 20 countries, Sword Apak is recognised as a worldwide market leader in systems for the asset-based finance sector. Sword Apak's global floorplanning software is used by major financial institutions, processing \$20 billion worth of direct debits and credits each year through our hosted systems technology. Press Contact: Mark Johnson, Tel: + 44 (0) 1454 871000, Email: mark.johnson@sword-apak.com www.sword-apak.com.

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of 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 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.

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