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For Immediate Release

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**PAR North America Partners with SWBC to Bring Credit Unions
Remarketing and Repossession Management Solutions**

Carmel, IN—ADESA today announced that PAR North America, a subsidiary of ADESA, has teamed with SWBC, one of the nation's largest privately held financial services and insurance companies, to bring credit unions across the United States a suite of automotive asset risk and account management services.

“As auto loan defaults continue to rise due to a tough economy and an increase in consumer debt and personal bankruptcies, it’s extremely important that credit unions have a turn-key resource they can rely on,” said PAR North America President Jerry Kroshus. “That’s exactly what our partnership with SWBC provides.”

SWBC’s proprietary AutoPilot software program is a comprehensive system that allows users to work from their desktops to consign, track, communicate and resolve the recovery and disposal of automotive assets. Combine this with PAR North America’s expertise in complete vehicle remarketing, including repossessions, titling, auction logistics and end-of-term lease services, and credit unions benefit from the knowledge, skills and nationwide network of resources that these two companies offer.

Beginning in May, PAR North America and SWBC will host free seminars for credit union personnel to learn more about the automotive remarketing and repossession processes. The first of these seminars will be held at ADESA Charlotte, located at 11600 Fruehauf Drive, Charlotte, N.C. 28273. The seminar runs from 8 a.m. to 3:30 p.m. EDT. Participants can register online at <http://adesaconnect.com/registration/par/2010/>

Other seminar dates and locations include

- May 26 at ADESA Seattle
- June 9 at ADESA Los Angeles
- June 11 at ADESA Golden Gate
- June 16 at ADESA Dallas
- June 17 at ADESA Kansas City
- June 23 at ADESA Boston

For details on these seminars, please contact jessie.herdrich@parnorthamerica.com or call 317-706-5639.

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About SWBC

Headquartered in San Antonio, SWBC is a diversified financial services company providing a wide range of insurance, mortgage, and investment services to financial institutions, businesses, and individuals. With offices across the country, SWBC is committed to providing quality products, outstanding service, and customized solutions in all 50 states. For more information, please visit SWBC's website at www.swbc.com.

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.

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