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For Immediate Release

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ADESA Announces Alliance with Barrett-Jackson Auction Company

CARMEL, Ind. — ADESA today announced that it has entered into a strategic alliance with the Barrett-Jackson Auction Company, the “World’s Greatest Collector Car Auctions™.”

“It’s an honor to work with the world’s most prestigious collector car auction chain that also hosts highly anticipated events in the industry,” said ADESA CEO and President Tom Caruso. “ADESA will continue to find new avenues to strengthen the alliance and expand this partnership over time. I know *this* car guy looks forward to attending the 3rd Annual Las Vegas Auction this week.”

ADESA will participate in Barrett-Jackson’s year-long 40th anniversary celebration, including an upcoming special event sale at ADESA Phoenix for both ADESA and Barrett-Jackson customers. Both companies will cooperatively raise awareness of each other’s products and services, such as the Barrett-Jackson Endorsed Collector Car Insurance, as well as upcoming events nationwide.

There are multiple advantages to this alliance. It leverages the expertise of both companies by joining the synergies of ADESA and Barrett-Jackson. Combining products and services adds value to a common customer base. And, joint marketing and advertising efforts will expand visibility for both auction companies across a shared international market.

“This is a wonderful match for Barrett-Jackson,” said Craig Jackson, Barrett-Jackson CEO and chairman. “This partnership provides visibility of Barrett-Jackson’s numerous offerings to a shared customer base. ADESA’s entire business model is catered to car guys—and car guys love classic cars. I’m pleased to share our auction experience and hope they’re also excited by this joint venture.”

Barrett-Jackson has a long-standing relationship with LiveBlock Auctions International (LAI), a wholly owned subsidiary of ADESA, Inc. LAI has provided online auction software and services to Barrett-Jackson since 2005, supporting Barrett-Jackson’s recent growth from two sales annually to four sales.

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About The Barrett-Jackson Auction Company

The Barrett-Jackson Auction Company was established in 1971 and headquartered in Scottsdale, Ariz. Barrett-Jackson specializes in providing products and services to classic and collector car owners, astute collectors and automotive enthusiasts around the world. The company produces the “World’s Greatest Collector Car Auctions™” in Scottsdale, Palm Beach, Fla., Las Vegas, and Orange County, Calif., Barrett-Jackson also endorses a one-of-a-kind collector car insurance offering for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit barrett-jackson.com or call 480-421-6694.

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 63 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 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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