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For Immediate Release

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Auto Dealer Monthly Recognizes ADESA with Two Dealers' Choice Awards

Carmel, IN—ADESA today announced it received two of *Auto Dealer Monthly's* prestigious Dealers' Choice Awards.

In the category of purchasing inventory, ADESA's online auctions received top place with the Diamond Award. ADESA was also recognized in this area in 2007.

In the category of traditional auction companies, ADESA's brick-and-mortar auctions placed second with a Platinum Award. In fact, ADESA has won awards in the brick-and-mortar category four out of the past five years.

"We listened to what dealers wanted—both at auction and online. Then, with an increased focus and commitment to serving the needs of dealers using ADESA.com, we set out to build confidence in our online offerings," said Jason Ferreri, ADESA vice president of e-business sales and operations. "We worked diligently to offer products such as standardized condition reports and post-sale inspections. We were also careful not to forget the relationship piece of any online transaction. Dealers want to know they can call and talk to a real person if they have any issues while buying online."

For these awards, ADESA was scored by dealers on three areas: product or service provided, customer support service and overall value of dollars spent.

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 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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