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For Immediate Release

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MEDIA ADVISORY

**ADESA to Host Ribbon-Cutting Ceremony
at New Las Vegas Auction Facility**

Carmel, IN—ADESA executives and staff will join Las Vegas Mayor Carolyn Goodman, customers and dignitaries at a ribbon-cutting ceremony for the new ADESA Las Vegas auction facility. Located just 10 miles north of the famous Las Vegas strip, this brand-new facility is another example of the innovative design and seamless operation of ADESA's used-vehicle auction sites.

The new Las Vegas auction gives ADESA a strong foothold in the nation's 28th largest metropolitan area. It also enhances the available auto remarketing opportunities to both local dealers in the region as well as national consignors. ADESA Las Vegas is the newest used-vehicle marketplace in the area.

The ribbon-cutting ceremony is open to all media and will take place **Thursday, October 13, 2011, at 9:30 a.m., Pacific Daylight Time (PDT), at 1000 East Gowan Road, North Las Vegas, Nevada 89090 (see attached map)**. Media are encouraged to arrive no later than 9:15 a.m. to allow time for setup.

Attention all media: please check in at the Concierge Desk, located inside the auction, prior to the ribbon-cutting. Refreshments will be served.

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 70 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 additional details.

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