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For Immediate Release

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ADESA Seattle Wins General Motors Sponsored Auction Operational Award

CARMEL, Ind. — ADESA today announced that ADESA Seattle has won the Year-End 2010 General Motors Sponsored Auction Operational Award. The results of this award are based on the quarterly results for all General Motors Sponsored Auctions throughout the United States.

“This recognition is truly an acknowledgement to the teamwork and dedication of our entire crew at ADESA Seattle,” said the auction’s general manager, Jason Arcaro. “I would like to especially thank Brenda Garrett, our factory manager, and General Motors. We look forward to another successful year in 2011.”

General Motors Operational Award recognizes General Motors Sponsored Auctions that perform consistently well in a variety of metrics, including penetration and preparation of GM FrontLine Ready and GM Sponsored Plus vehicles, the number of attending and purchasing General Motors dealers, vehicle throughput and the level of online purchases.

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 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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