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For Immediate Release

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**ADESA PROVIDES AUCTION DATA TO DEALERTRACK AAX
SUBSCRIBERS IN CANADA**

CARMEL, IN and TORONTO, April 11, 2011 – ADESA and DealerTrack Canada, Inc., a subsidiary of DealerTrack Holdings, Inc. (Nasdaq: TRAK), today announced that DealerTrack AAX subscribers in Canada have online access to ADESA’s latest wholesale auction data, helping dealers streamline the sourcing process and find the vehicles they need for their used car operations. Through this integration, DealerTrack AAX users will receive details about available vehicles that fit their optimal inventory criteria directly from ADESA, the largest provider of wholesale auction channels in the Canadian market.

DealerTrack AAX provides dealers with the tools and services they need to increase turns and profit at every step of the used vehicle process. “This collaboration with ADESA will greatly enhance the efficiency of the Canadian wholesale marketplace by bringing dealers and inventory together in real-time on the web,” said Michael Collins, vice president and general manager of DealerTrack Canada. “Dealers using DealerTrack AAX will be able to make smarter and quicker inventory decisions, leading to faster turns and improved productivity.”

As the only auction company that offers vehicles for every major Canadian consignor, ADESA will be able to direct DealerTrack AAX users to the precise units they need. “DealerTrack AAX is a leader in inventory management tools and we are very excited about the possibilities of linking our services with those of DealerTrack for the benefit of our mutual dealer customers,” said Trevor Henderson, vice president of eBusiness and business development for ADESA.

About ADESA

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of 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.ca for details.

About DealerTrack Canada, Inc. (www.dealertrack.ca)

DealerTrack Canada, Inc., a subsidiary of DealerTrack Holdings, Inc., is the leading provider of on-demand credit application processing solutions in Canada. The DealerTrack Canada Network connects more than 6,000 Canadian automobile, marine, recreational vehicle, motorcycle, and power sport dealers to all major Canadian financial institutions and more than 50 Credit Unions and strategic industry partners. DealerTrack Canada's solution offerings include the Company's web-powered Dealer Management System (DMS); DealerTrack AAX, a comprehensive inventory management solution; and TradeTracker, an online trade appraisal management tool. The family of DealerTrack Canada solutions allows Canadian dealers to streamline their business operations and processes, work more efficiently and reduce costs, while increasing their business' return-on-investment.

Safe Harbor for Forward-Looking and Cautionary Statements

Statements in this press release regarding the benefits of DealerTrack's products, the integration of ADESA's data and tools, and all other statements in this release other than the recitation of historical facts are forward-looking statements (as defined in the Private Securities Litigation Reform Act of 1995). These statements involve a number of risks, uncertainties and other factors that could cause actual results, performance or achievements of DealerTrack to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements.

Factors that might cause such a difference include the adoption by dealers of DealerTrack's solutions, including ADESA's data and tools, the performance by DealerTrack's third party partners and other risks listed in our reports filed with the Securities and Exchange Commission (SEC), including our Annual Report on Form 10-K for the year ended December 31, 2010. These filings can be found on DealerTrack's website at www.dealertrack.com and the SEC's website at www.sec.gov. Forward-looking statements included herein speak only as of the date hereof and DealerTrack disclaims any obligation to revise or update such statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events or circumstances.