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For Immediate Release

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Jeff Bescher Named Senior Vice President of ADESA CRM, Inside Sales

CARMEL, Ind. — ADESA today announced that Jeff Bescher has been named senior vice president of the company's customer-relationship management process and inside sales division. Bescher will report directly to Bob Rauschenberg, executive vice president of sales, marketing and special services.

"Jeff is a proven leader with established relationships among our customers, our auction operations and our management team," said Rauschenberg. "I'm excited to have Jeff share his expertise with our inside sales division and direct our customer-relationship management efforts company-wide."

In his new role, Bescher will oversee ADESA's national sales support team as well as the company's customer service, support and training functions. Ronna Webb, director of CRM and inside sales, will report directly to Bescher.

Bescher most recently lead ADESA's commercial sales and operations. A remarketing veteran, he has held numerous management positions in the auto industry, including group vice president, remarketing and fleet services for Emkay, Inc. Other key roles include regional marketing manager for GE Capital Auto Leasing and regional sales manager for Manheim Automotive Financial Services.

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 69 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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