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For Immediate Release

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ADESA Buffalo Celebrates 20th Anniversary with Customer Appreciation Sale

CARMEL, Ind. — ADESA Buffalo marked its 20th anniversary earlier this week with a fun-filled Customer Appreciation Sale.

Dealers were welcomed to the event with a hot breakfast buffet and a “swag” bag filled with gifts. The day continued with a number of entertaining games and contests.

Customers showed off their passing skills for a chance to win tickets to a Buffalo Bills game. A special appearance by one of the team’s cheerleaders helped give the game an authentic touch. In the end, two dealers each walked away with a pair of tickets to see the Bills. Several customers also took away prizes like an iPod Touch, an iPad and a 47” flat screen 3D television from an end-of-sale drawing.

“This is truly a special day for our auction, but we wanted to make it all about our customers,” said ADESA Buffalo General Manager Warren Clauss. “We wouldn’t be here without them, so what better way to show our gratitude for all of their support.”

Special in-lane promotions gave dealers even more chances to win. Gift cards, gift baskets and golf shirts were just some of the items up for grabs. Customers even got free frozen yogurt sundaes courtesy of a local vendor.

The auction also took the opportunity to support the Juvenile Diabetes Research Foundation during the sale. A drawing for a signed Buffalo Bills jersey brought in \$270 for the organization.

For information about upcoming events, contact the auction directly at 716-542-3300. ADESA Buffalo is located at 12200 Main St. in Akron, N.Y.

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 68 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. 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.