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For Immediate Release

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**Geoff Parker Replaces Harold Varvel
as General Manager at ADESA Cincinnati-Dayton**

Carmel, IN—ADESA today announced Harold Varvel will be leaving the automotive remarketing industry after 29 years, more than 16 of which were spent with ADESA.

Varvel has served as general manager of ADESA Cincinnati-Dayton since ADESA acquired the site back in 1992. This was the fourth auction ADESA acquired after becoming a public company that same year. Varvel is taking an ownership position with an area lease-to-own franchise specializing in furniture, electronics, appliances, home furnishings and office furniture.

“Harold is one of the most respected general managers not only at ADESA, but within the entire industry,” said ADESA President and CEO Jim Hallett. “When I think of Harold, I think of integrity first. I think of hard working, very customer-focused, very employee-focused, and very results-oriented. I wish him all the success in the world. He will be missed at ADESA, and Harold knows there is always a home for him at ADESA.”

Geoff Parker will be the new general manager at ADESA Cincinnati-Dayton. Parker served most recently as assistant general manager at ADESA Dallas. An Ohio native, Parker is exceptionally familiar with the auction and the surrounding area.

“I am sad to see Harold leave,” said Tom Caruso, executive vice president of ADESA’s Eastern region. “But I am excited by the energy and vision that Geoff brings to the table. He’s not only comfortable with this market, but he has proven himself to be one of the outstanding young leaders at ADESA.”

Varvel agrees. “It will be difficult to say goodbye to the employees and customers that have become like family to me. But I am very pleased that Geoff has been chosen as my successor. I’ve worked with Geoff, and I’m confident he will carry on the legacy of superior customer service at ADESA Cincinnati-Dayton.”

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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 59 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. 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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