

For Immediate Release

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Julie Vincent
Director of Corporate Communications
jvincent@adesa.com
317.249.4233

ADESA Appoints Brent Huisman Vice President of Dealer Affairs

Carmel, IN—ADESA, Inc. (NYSE: KAR) today announced it has promoted Brent J. Huisman to Vice President of Dealer Affairs for ADESA Corporation, the company's auction and related services business. Huisman is currently an Executive Director of Sales for ADESA, based in Phoenix, Arizona. His first day on the job in his new role will be June 20, 2005.

"ADESA is excited to have Brent on board as a key member of ADESA's sales and marketing team in Carmel, Indiana," said Chuck Tapp, Executive Vice President of Sales and Marketing. "His extensive experience and knowledge in vehicle remarketing and his relationships throughout the industry will be a great asset to our company as we look toward growing the business and enhancing customer satisfaction, especially with our broad dealer base."

Huisman's career began in 1996 at Hormel Foods in Chicago, Illinois, as a Senior Account Executive in the company's Midwest region. In 1998, Huisman joined GE Capital in Barrington, Illinois, as a Regional Dealer Sales Remarketing Manager, handling sales of off-lease GE vehicles. He played a key role in designing GE Capital's first e-commerce site, GE AutoDirect.com. Before joining ADESA, he also served a two-year stint beginning in 2000 as a manager in National Dealer Sales for Bank One Credit Company in Phoenix, Arizona.

In 2002, Huisman joined ADESA Corporation as an Executive Sales and Operations Trainee and eventually was promoted to his current position, Executive Director of Sales. He played a key role in this position as a liaison between customers and ADESA's operations department.

Huisman is a 1996 graduate of the University of Iowa with a B.B.A. in Marketing. He also earned an MBA at Benedictine University in Chicago, Illinois, and is Black Belt Quality Trained at GE's Six Sigma Program. Huisman is also a member of the National Auto Dealers Association (NADA), National Auto Auction Association (NAAA) and Delta Sigma Phi, a professional business fraternity.

About ADESA, Inc.

Headquartered in Carmel, Indiana, ADESA, Inc. (NYSE: KAR) is North America's largest publicly traded provider of wholesale vehicle auctions and used vehicle dealer floorplan financing. The company's operations span North America with 53 ADESA used vehicle auction sites, 30 Impact salvage vehicle auction sites and 83 AFC loan production offices. For further information on ADESA, Inc., visit the company's Web site at <http://www.adesainc.com>.