

For Immediate Release

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ADESA appoints Jason Ferreri Vice President of Sales

Carmel, IN—ADESA, Inc. (NYSE: KAR) today announced it has promoted Jason Ferreri to Vice President of Sales for ADESA Corporation. Ferreri is currently Executive Director, National Accounts for ADESA. His first day on the job in his new role will be July 18, 2005.

“I’m excited to have Jason on board as a key member of our management team in Carmel, Indiana,” said Chuck Tapp, executive vice president, Sales and Marketing for ADESA Corp. “Jason will not only be focusing on better serving the needs of our institutional and commercial customers, but also on strengthening our internal sales staff and improving our collaborative efforts.”

A graduate of Valparaiso University in Valparaiso, Indiana, Ferreri began his remarketing career with Mercedes Benz Credit Corporation in 1997 as an auction representative. By 2000, Ferreri was promoted to western region manager in Remarketing Operations for DaimlerChrysler Services. Prior to joining ADESA in 2004, Ferreri was employed by Chase Auto Finance as vice president and national auction manager, responsible for remarketing more than 100,000 vehicles through wholesale auctions.

Ferreri is a member of the National Auto Auction Association and the National Auto Dealers Association.

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, 31 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>.