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For Immediate Release

ADESA Impact Opens Second Orlando Area Site to Meet Customer Demand

(CARMEL, IN) – ADESA, Inc. (NYSE: KAR) announced today that its total loss vehicle auction business, ADESA Impact, has opened a second salvage auction in the Orlando, Florida, area to meet significant growth in customer demand. The new site is located near Orlando International Airport on the city's southwest side.

“This second Orlando full-service ADESA Impact auction will help to accommodate the tremendous growth in our market share in this area,” said ADESA Impact President Cheryl Munce. “The re-opening of this Orlando area salvage auction provides our customers with a second convenient location to buy and sell vehicles and expands our total facility space in this market to 60 acres. This expansion gives us the much-needed capacity to handle our continued growth along with catastrophe claims for the industry while expanding our footprint to five locations in the state of Florida.”

The new ADESA Impact, Orlando auction site is located at 9801 Boggy Creek Road in Orlando, Florida. This facility will offer the same convenience and flexibility for dealers as is available at ADESA Impact's other locations. Dealers can buy attending the live, physical auction, can participate via LiveBlock™ using streaming audio and video technology, or via e-bid proxy bidding using ADESA Impact's internet selling system platform. For more information on the Impact Orlando auction site and upcoming sale dates, visit www.adesaimpact.com or call 407-856-7432.

ADESA Impact is the 3rd largest salvage auction operator in North America with 32 auction facilities in the United States and Canada. 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, 32 Impact salvage vehicle auctions sites and 83 AFC loan production offices. For further information on ADESA, Inc., visit the company's Web site at <http://www.adesainc.com>.