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For Immediate Release

## **ADESA, Inc. Launches New Corporate Web Site**

*Carmel, IN*—ADESA, Inc. today launched a new, improved corporate Web site ([www.adesainc.com](http://www.adesainc.com)) that reflects the company's new visual brand and image. The new site offers additional functionality and information for those who want to learn more about the ADESA, Inc. family of companies.

"This site has something new for everyone who has an interest in what ADESA, Inc. is all about and what we have to offer as a company," said Julie Vincent, Director of Corporate Communications. "The new ADESA, Inc. site is now the first place to look for news and information on all of the company's business lines. The site is considerably easier to navigate than our former site and includes new active links on the right side of the screen to the entire ADESA, Inc. family of companies."

Improved features of the new ADESA, Inc. site include:

- Contemporary styling that reflects the company's new visual brand;
- Additional information, links and archived resources for shareholders and potential investors;
- Regularly updated content from Tom Kontos, ADESA's Vice President of Analytical Services and Industry Relations;
- Active links to all ADESA, Inc. subsidiary companies; and
- New functionality that allows visitors to communicate with a number of different company contacts related to their specific area of interest.

The new ADESA, Inc. Web site also contains a Careers section where visitors can browse through current ADESA job openings and apply online using Recruitmax, the company's virtual staffing tool.

### ***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, 36 Impact salvage vehicle auction sites and 84 AFC loan production offices. For further information on ADESA, Inc., visit the company's Web site at <http://www.adesainc.com>