

ADESA, INC. ANNOUNCES IT HAS RECEIVED REQUISITE CONSENTS WITH RESPECT TO ITS TENDER OFFER AND CONSENT SOLICITATION FOR ITS 7⁵/₈% SENIOR SUBORDINATED NOTES DUE 2012

CARMEL, INDIANA – (April 6, 2007) – ADESA, Inc. (the “Company”) announced today that it had received, as of 5:00 p.m., New York City time, on April 5, 2007, tenders and consents from holders of over 99% of the aggregate principal amount of the Company’s outstanding 7⁵/₈% senior subordinated notes due 2012 (the “Notes”) in connection with its cash tender offer and consent solicitation for the Notes, which commenced on March 22, 2007. The tender offer and consent solicitation is being conducted in connection with the previously announced merger pursuant to which affiliates of Kelso & Company, GS Capital Partners, ValueAct Capital and Parthenon Capital will acquire all of the Company’s outstanding common stock for \$27.85 per share in cash and the Company will become a wholly owned subsidiary of KAR Holdings, Inc. (the “Merger”). The completion of the tender offer and consent solicitation is conditioned on, among other things, the closing of the Merger.

It is expected that the Company will execute a supplemental indenture (the “Supplemental Indenture”) to the indenture governing the Notes (the “Indenture”) to, among other things, eliminate substantially all of the restrictive covenants, certain events of default provisions and certain defeasance provisions in the Indenture. The Supplemental Indenture will become effective immediately upon execution but will not become operative until at least a majority in aggregate principal amount of the outstanding Notes have been accepted for purchase pursuant to the terms of the tender offer and the consent solicitation.

The consent solicitation expired at 5:00 p.m. New York City time, on April 5, 2007 (the “Consent Time”). Holders who validly tendered Notes on or prior to the Consent Time will receive a consent payment of \$30 per \$1,000 principal amount of the Notes validly tendered and accepted for purchase (the “Consent Payment”), in addition to the tender offer consideration. Holders who validly tender their Notes after the Consent Time but before the expiration of the tender offer will not receive the Consent Payment, and will receive payment of the tender offer consideration for Notes accepted for purchase on the applicable settlement date in accordance with the terms of the Offer Documents (as defined below). The tender offer will expire at 8:00 a.m. New York City time, on April 23, 2007, unless extended or earlier terminated (such date and time, as the same may be modified, the “Expiration Time”).

Bear, Stearns & Co. Inc. is acting as Dealer Manager for the tender offer and as the Solicitation Agent for the consent solicitation and can be contacted at (212) 272-5112 (collect) or (877) 696-BEAR (toll free). D.F. King & Co., Inc. is the Information Agent and can be contacted at (212) 269-5550 (collect) or (888) 628-9011 (toll free). Copies of the Offer Documents and other related documents may be obtained from the Information Agent.

The tender offer and consent solicitation are being made solely on the terms and conditions set forth in the Offer to Purchase and Consent Solicitation Statement dated March 22, 2007 and the related Consent and Letter of Transmittal, as the same may be amended from time to time (the “Offer Documents”). Under no circumstances shall this press release constitute an offer to buy or the solicitation of an offer to buy the Notes or any other

securities of the Company. The tender offer and consent solicitation are being made solely pursuant to the Company's Offer Documents. This press release also is not a solicitation of consents to the proposed amendments to the Indenture. No recommendation is made as to whether holders of the Notes should tender their Notes or give their consent to the proposed amendments to the Indenture.

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 54 ADESA used vehicle auction sites, 42 impact salvage vehicle auction sites and 85 AFC loan production offices. For further information on ADESA, Inc., visit the Company's website at <http://www.adesainc.com>.

Forward-Looking Statements

This press release contains forward-looking statements based on current ADESA management expectations. Those forward-looking statements include all statements other than those made solely with respect to historical fact. Numerous risks, uncertainties and other factors may cause actual results to differ materially from those expressed in any forward-looking statements. These factors include, but are not limited to, (1) the occurrence of any event, change or other circumstances that could give rise to the termination of the merger agreement; (2) the outcome of any legal proceedings that have been or may be instituted against ADESA and others relating to the merger agreement; (3) the inability to complete the Merger due to the failure to satisfy other conditions to consummate the Merger; (4) risks that the proposed transaction disrupts current plans and operations and the potential difficulties in employee retention as a result of the Merger; (5) the effect of the announcement of the Merger on our customer relationships, operating results and business generally; (6) the ability to recognize the benefits of the Merger; (7) the amount of the costs, fees, expenses and charges related to the Merger; (8) significant changes in volume of vehicles bought, sold or financed by ADESA's customers; (9) the mix of vehicles sold at ADESA's auctions and OEM pricing programs; (10) fluctuations and volatility in the market value of used and salvage vehicles; (11) ADESA's ability to execute its strategic initiatives successfully; and (12) other risks described from time to time in ADESA's filings with the Securities and Exchange Commission, including the Annual Report on Form 10-K for 2006. Many of the factors that will determine the outcome of the subject matter of this press release are beyond ADESA's ability to control or predict. ADESA undertakes no obligation to revise or update any forward-looking statements, or to make any other forward-looking statements, whether as a result of new information, future events or otherwise.

Contact Information:

Analyst Contact:
Jonathan Peisner
Treasurer
317-249-4390

Media Contact:
Julie Vincent
Director of Corporate Communications
317-249-4233