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ADESA Impact to Open New Syracuse, NY, Salvage Auction

Carmel, IN—ADESA, Inc. (NYSE:KAR), North America's largest publicly traded provider of wholesale vehicle auctions and used vehicle dealer floorplan financing, announced today that it will open a fifth ADESA Impact salvage auction in New York on September 1, 2006 to serve the Syracuse and central New York areas.

"This new ADESA Impact site in Syracuse completes our seamless, one-stop coverage for all of New York State," said ADESA Impact Regional Vice President Don Comis. "Our five salvage auctions combined with our used vehicle dealer auctions in Buffalo and Long Island, make us one of the largest vehicle remarketers in the state."

The new, eight-acre facility is located in Syracuse with an on-site New York state licensed body shop and appraiser. Like several other New York locations, this Impact site will serve as an I-CAR training facility for insurance and body shop personnel. I-CAR is an international not-for-profit organization dedicated to training the collision industry. The auction will also feature private offices for insurance representatives, a paved sale area, indoor inspection bays and a mechanical car wash.

"This top-of-the-line facility will join our other Impact locations in providing a live video feed of our auctions through ADESA LiveBlock™ and LiveView 360° features," said Comis. "Our unique products and services like BestVenue™, LiveBlock™ and LiveView, combined with our total state coverage, allows ADESA Impact to provide best-in-class service to our customers. We are the only remarketing company in the New York area to provide these combined services."

The Syracuse facility is the third salvage auction added to ADESA Impact this year, bringing the total number of ADESA Impact salvage auctions operating in the U.S. and Canada to 39. ADESA Impact also operates four other New York salvage auctions in Buffalo, Albany, Newburgh and Long Island.

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, 39 Impact salvage vehicle auction sites and 85 AFC loan production offices. For further information on ADESA, Inc., visit the company's Web site at <http://www.adesainc.com>.

This press release includes forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Such statements, including statements regarding the company's growth, earnings and shareholder return, are subject to certain risks, trends, and uncertainties that could cause actual results to differ materially from those projected, expressed or implied by such forward-looking statements. The statements are based on assumptions about important factors including: general business conditions; market trends; competition; weather; vehicle production; trends in new and used vehicle sales; business development activities, including acquisitions; economic conditions, including exchange rate and interest rate fluctuations; litigation developments; and the other risk factors described in the company's Annual Report on Form 10-K, and other risks described from time to time in the company's filings with the Securities and Exchange Commission. Many of these risk factors are outside of the company's control, and as such, they involve risks which are not currently known to the company that could cause actual results to differ materially from forecasted results. The forward-looking statements in this document are made as of the date hereof and the company does not undertake to update its forward-looking statements