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ADESA, Inc. Hires Industry Veteran to lead e-Business Center of Excellence

Bob Schoen will lead ADESA's Internet business strategies as VP of e-Business

Carmel, IN—ADESA, Inc. (NYSE:KAR), North America's largest publicly traded provider of wholesale vehicle auctions and used vehicle dealer floorplan financing, today announced that industry veteran Bob Schoen has been named the company's new Vice President of e-Business. In his new role, Schoen will lead ADESA's new e-Business Center of Excellence, which will provide leadership in leveraging technology to enhance customer value for buyers and sellers in the remarketing industry. Bob will report to Ron Beaver, ADESA's Executive Vice President and Chief Information Officer.

"Schoen is a great addition to our Information Technology leadership team," said ADESA, Inc. Chairman and CEO David Gartzke. "Bob has a proven track record in our industry of developing cutting-edge technology solutions that deliver results for customers. His experience and knowledge make him a natural to take our e-Business initiatives to the next level."

Beaver is enthusiastic about Schoen's decision to join the company. "Schoen is a highly respected and effective leader in delivering Internet-based products and services for the vehicle remarketing industry," said Beaver. "He will be working closely with Roger Laurendeau, our Director of e-Business for Dealer Services, and Trevor Henderson, Director of e-Business for Auction Services, to leverage and build upon our substantial success with ADESA LiveBlock and ADESA DealerBlock technology products.

"An important focus for Schoen will be to expand ADESA's suite of products and services, enhancing the experience for both sellers and buyers," Beaver continued. "ADESA is accelerating its thinking, execution and product delivery capabilities, and Schoen is an important part of our efforts to be a market leader in delivering innovative technology solutions that add value for our customers."

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Schoen joins ADESA after serving in a number of technology leadership roles at Manheim during the last 11 years. Most recently, he served as the company's Director of Technology Research and Development where he led a team in developing technology solutions to meet customer needs. He also served on the company's technology leadership council, helping to evaluate and integrate emerging technologies into Cox Enterprises' business lines. Schoen also has extensive experience in leading and executing the software development process with employees and strategic partners.

Prior to joining Manheim, Schoen worked as a senior consultant for Marsh Software Systems from 1992 to 1995. Schoen also worked in the area of cooperative education for IBM Corporation from 1985 to 1990.

Schoen earned a bachelor's degree from the University of West Georgia.

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 Web site at <http://www.adesainc.com>.