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*For Immediate Release*

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### **ADESA Corp. Names DeAnn Flora Fleet Lease Manager at ADESA Sacramento**

Carmel, IN—ADESA Corp., a subsidiary of ADESA, Inc. (NYSE: KAR), has named DeAnn Flora Fleet Lease Manager at ADESA Sacramento.

“I am pleased to have DeAnn in this important role here,” said Jim Sale, General Manager at ADESA Sacramento. “She has been quite helpful to ADESA and our customers and clients over the last several years in Charlotte, where she was named the 2003 Rising Star after just a few months on the job there. Her enthusiasm and experience in the auction industry will make her a great addition to our leadership team here.”

DeAnn’s entry into the Vehicle Remarketing industry came in 2002 as a communications consultant for Indiana Auto Auction in Fort Wayne, Indiana. In 2003, she was hired as Marketing Manager for Indiana Auto Auction. Later that year, DeAnn joined ADESA Charlotte, serving as the auction’s Inside/Outside Coordinator. During her time at ADESA Charlotte, the auction was able to significantly increase volumes for Nuvell Financial Services. ADESA Charlotte was also named Nuvell’s Auction of the Year in 2004.

Flora has a BA in Communications from DePauw University in Greencastle, Indiana.

#### ***About ADESA Corporation***

ADESA Corporation offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 39 auction locations in the United States, 13 in Canada and one in Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. Through its related subsidiaries of AutoVIN® and Par North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit [www.adesa.com](http://www.adesa.com).