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For Immediate Release

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ADESA, First Look Collaborate to Provide Dealers with Custom Auction and Inventory Optimization Tools

Carmel, IN--ADESA Corporation, LLC, a subsidiary of ADESA, Inc. (NYSE: KAR), and First Look today announced that they are collaborating to help dealers better manage their used vehicle inventory and acquire the vehicles that sell most quickly and profitably at their dealerships. First Look's Inventory Optimization system will automatically identify which of ADESA's 39 U.S. auctions best match their optimal inventory needs, enabling dealers to acquire more of the best performing inventory. The technology enhancement is being made available to First Look Edge customers at no additional cost.

"ADESA is excited to be working with First Look on pairing dealer data and ADESA inventory to help our dealer customers identify the auctions that best meet their needs," said Brent Huisman, ADESA's Vice President of Dealer Relations. "In combination with ADESA LiveBlock™ remote buying technology, dealers will now be able to quickly and easily tap into the tens of thousands of cars that sell at ADESA auctions nationwide every week."

According to ADESA Executive Vice President of Sales, Charles Tapp, "ADESA chose to work with First Look because we believe they're the leading inventory management system on the market today. By working together, ADESA and First Look will enable dealers to manage their inventories more effectively by making it easier for them to source the inventory that sells fastest and most profitably on their lots."

"First Look is pleased to be working with an industry leader like ADESA to provide greater value to our dealer partners," said First Look CEO Pat Ryan Jr. "Our system goes well beyond typical inventory management tools, helping traditional pre-owned managers to act with the benefit of sophisticated analysis, without having to become data or technology experts."

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“In today’s competitive market, smart dealers are using information technology to help them gain an advantage over their competitors,” Ryan continued. “Our Inventory Optimization system will help ADESA customers throughout the U.S. harness the power of information and apply it to their bottom line.”

Dealers who are interested in learning more about First Look’s inventory optimization tool can login to www.FirstLook.biz or contact Tony French at 312-279-1239 or at tfrench@firstlook.biz. Dealers who are interested in utilizing ADESA’s full suite of eBusiness tools can learn more at www.adesa.com or by contacting Don Elliott at 317-249-4236 or delliott@adesa.com.

About ADESA Corporation, LLC

ADESA Corporation, LLC, 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.

About First Look

First Look (www.firstlook.biz) is the leader in providing automotive retailers with Performance Management and Inventory Optimization solutions for their pre-owned and new vehicle operations. First Look tools are utilized by hundreds of dealers in 43 states across the U.S.