

For Immediate Release

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Kurt Madvig named Director of Operational Improvement for ADESA, Inc.

Carmel, IN—ADESA, Inc. (NYSE:KAR) announced today that it has named Kurt Madvig its Director of Operational Improvement. Madvig's focus will be to assist the company in identifying opportunities to improve operational effectiveness and efficiencies at all levels of the organization and across all business lines. Madvig will remain in his current role as General Manager of ADESA San Diego until a replacement is hired.

"We're excited to have Kurt on board in this new position," said Elizabeth Dreyer, Vice President of Operational Improvement. "With his extensive experience in all aspects of the vehicle remarketing industry, Kurt will be a great asset for the company in this role. He has a strong record of delivering results and operational improvement everywhere he has worked and we're confident that he will make a significant contribution to ADESA's goal of adding value for our employees, customers and clients."

A graduate of the University of Minnesota with a Bachelors Degree in Economics, Madvig began his career as an account executive at Key Cadillac in Edina, MN in 1989. In 1990 he joined ADT Automotive serving in a number of roles at their auctions in Chicago, IL and Fairfield, NJ. In 1998, he joined the Pennsylvania Auto Dealers Exchange in York, PA, as General Manager.

In 2001, Madvig was named General Manager of ADESA Long Island where he coordinated the company's efforts to open a greenfield location there. Since 2002, Kurt has served as General Manager of ADESA San Diego where the auction won several customer service awards under his leadership, including five AmeriCredit Auction of Excellence Awards, two Auction of the Year awards from Capital One, a Best Performance in Lease Returns award from Bank One and a Performance Excellence award from WFS.

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 53 ADESA used vehicle auction sites, 36 Impact salvage vehicle auction sites and 84 AFC loan production offices. For further information on ADESA, Inc., visit the company's Web site at <http://www.adesainc.com>.