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ADESA, Inc. Announces Appointment of New Transfer Agent, Implementation of Dividend Reinvestment Plan

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 has named Mellon Investor Services LLC, as its new transfer agent, effective June 26, 2006. In conjunction with this appointment, ADESA, Inc. will now offer a dividend reinvestment and direct stock purchase plan, which will be administered by Mellon.

"In addition to providing new investors with the ability to make their initial investment in ADESA common stock directly through our new transfer agent, Mellon, Mellon's Investor Services Program offers existing stockholders of record a convenient and economical way to automatically reinvest their dividends and purchase additional shares of ADESA common stock," said ADESA, Inc. Chairman and CEO David Gartzke. "We're pleased to begin offering these services and are confident our stockholders will find that Mellon Investor Services will provide them with high-quality service."

Starting June 26, 2006, all shareholder questions and correspondence should be sent to:

Mellon Investor Services LLC
480 Washington Boulevard
Jersey City, NJ 07310-1900

For telephone inquiries: 1-866-877-6330
Web site: www.melloninvestor.com

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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, 38 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>.