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For Immediate Release

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ADESA Names Two New Directors of E-Business

Carmel, IN—ADESA announced today that Chris Carli and Cheryl Maidment have been named directors of sales and operations for the company's e-business department and will be reporting directly to ADESA's Vice President of e-business, Jason Ferri.

"I am thrilled to add Chris and Cheryl to an already strong team," said Ferri. "It is an exciting time for ADESA e-business, and their leadership in these new roles will be instrumental as we continue to grow and improve the services and features of adesa.com."

Carli started his career with ADESA more than 10 years ago as a Top Line sales manager at ADESA Boston. He then became the auction's general sales manager. In this role, he was responsible for overseeing all of the auction's sales and marketing initiatives for the past nine years. He has served in a variety of positions during his 25 years in the automotive remarketing industry and holds a degree in banking and finance from Suffolk University.

"The Internet is the next great frontier in our industry," said Carli. "I enjoy the opportunity this new role will provide me in bringing my own personal auction experiences to benefit and grow the e-business side of ADESA."

Maidment joins ADESA after nearly eight years as the program director for ATC-Online, a Toronto-based online vehicle sales and retail channel. Prior to her time at ATC-Online, she held positions of increasing responsibility within various auctions, including Canadian Auction Group and Saskatoon Wholesale Auto Auction. She brings with her more than 23 years of automotive remarketing experience and continues to serve on several industry-related committees.

"I am pleased to be returning to the auction business, especially for a company like ADESA that has always provided full service to their customers and really understands the remarketing industry as a whole," said Maidment. "They care about solving all of their customers' remarketing challenges, not just offering one or two business solutions."

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About ADESA

ADESA 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 60 auction locations in the United States, Canada and 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 ADESA.COM for details.

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