



October 17, 2008

***For Immediate Release***

Darci Valentine  
darci.valentine@adesa.com  
317-249-4414

**Summer Ernsberger Promoted to ADESA Director of E-Business**

*Carmel, IN*—ADESA today announced Summer Ernsberger has been promoted to director of e-business, sales and operations, effective immediately. She most recently served as program manager for the company's Toyota Financial Services Dealer Direct account. Ernsberger has more than nine years of experience within the automotive industry, four of which have been with ADESA

"I'm excited to move Summer into this position within our e-business department," said Jason Ferreri, vice president of e-business. "She joins Cheryl Maidment in this role, creating a formidable team to drive our goal in becoming the world's largest seller of wholesale vehicles online. Summer has a proven track record of success during her time with ADESA, and her diverse background in IT, customer relations and program management experience are an ideal fit for our team."

As director of e-business, sales and operations, Ernsberger is responsible for the development and growth of all products and services on ADESA.COM, with a specialized focus on the areas of DealerBlock and LiveBlock.

Ernsberger holds a bachelor's degree from Michigan State University in East Lansing, Mich., and is currently pursuing an MBA from Ball State University in Muncie, Ind.

**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 62 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](http://ADESA.COM) for details.

# # #