



January 12, 2009

For Immediate Release

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ADESA LiveBlock Hosts Inaugural Chrysler “Virtual-Only” Sale

Carmel, IN—ADESA today announced it recently hosted the first-ever “virtual-only” sale at ADESA Atlanta. In a virtual-only sale, there are no vehicles actually crossing the block, and all dealers participate in the sale online.

The virtual-only sale offers all of the same LiveBlock tools and services, vehicle descriptions, photos, condition reports, buy-now pricing and AutoBid. The AutoBid function allows dealers to participate in an auction without even being logged on to a computer during sale time.

ADESA Atlanta, in conjunction with Chrysler, LLC, will be the first virtual-only auction sale in 2009 open only to registered Franchise Chrysler, Dodge and Jeep dealers. The sale will be held every other Tuesday at 10 a.m. ET.

“It is an honor that Chrysler has selected ADESA Atlanta to host its first-ever virtual-only sale,” said Jason Brinkley, general manager of ADESA Atlanta. “By combining the energy of a live auctioneer with detailed online condition reports, these virtual-only sales offer dealers a unique buying opportunity.”

To learn more about ADESA LiveBlock and upcoming Chrysler virtual-only sales, log on to ADESA.COM or call the ADESA dealer help line at 888-526-7326.

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 61 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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