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For Immediate Release

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**Joe Mappes Named Vice President of Sales
for PAR North America, Dent Demon**

Carmel, IN—PAR North America, a subsidiary of ADESA, announced today that Joe Mappes has been named vice president of sales.

In his new role, Mappes will be responsible for driving PAR's strategic sales and growth opportunities as well as directing sales initiatives for Dent Demon, also a subsidiary of ADESA. Jackie Blazek, western U.S. sales director, and Mel Rogulski, eastern U.S. sales director, will both report to Mappes.

"Since joining our company last September, PAR President Jerry Kroshus has been diligent in building a strong senior management team," said David Vignes, ADESA executive vice president of strategic improvements and logistics. "Joe Mappes has a proven record of success with ADESA. Along with his unique understanding of ADESA sales and operations, he also has an extensive network within the automotive industry. His addition will enable us to achieve our service goals as well as expand our footprint in the third-party servicing world." Mappes will report directly to Kroshus.

Mappes most recently served as executive director of sales, national accounts, for ADESA. Prior to this role, he has served in several leadership positions within ADESA. He was promoted to director of dealer sales in 2007 from fleet/lease manager of ADESA Cincinnati-Dayton in 2006. He began his career with ADESA as dealer consignment manager of ADESA Cincinnati-Dayton in 2004.

Prior to joining ADESA, Mappes formed Pronto Dent Removal in 2002, which provided paint-free dent removal service and training to Ford Motor Co., financial institutions and franchised dealers.

Mappes holds a bachelor's degree from Wright State University, in Dayton, Ohio.

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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