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***For Immediate Release***

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

**ADESA Announces Integration of E-business North American Wide**

*Carmel, IN*— ADESA today announced its U.S. and Canadian e-business departments are joining forces in order to continue to enhance its e-business service and offerings for all its North American customers. In conjunction with this, ADESA will be adding staff and development resources at all 61 of its auction facilities to extend and improve support of its LiveBlock and DealerBlock platforms.

Effective immediately, the U.S. and Canadian e-business departments will be aligned under Ben Skuy, executive vice president, international markets and managing director, ADESA Canada. Included in this enhancement, Skuy will also oversee the operations of AutoVIN, a subsidiary of ADESA.

“Ben Skuy has a proven track record of success in Canada in relation to e-business operations and development,” said ADESA President and CEO Jim Hallett. “By realigning these departments, it will enable us to seamlessly integrate the achievements we’ve made in Canada to our U.S. e-business operations. Having a dedicated, skilled e-business contact at each of our auctions is essential to providing the level of service needed for our customers to be able to effectively take advantage of the full spectrum of our e-business offerings. Additionally, it will allow us to share best practices and enhance our customers’ online experience.”

Jason Ferreri will continue to manage the U.S. operational side of e-business in his role as vice president, e-business sales and operations; and Trevor Henderson, vice president of e-business and business development for ADESA Canada, will do the same in Canada. Both Ferreri and Henderson will report directly to Skuy.

“We as a company are absolutely committed to vehicles being sold online during every stage of the remarketing process, including upstream, midstream and at auction,” explained Skuy. “By combining resources, it will allow us to create an even more robust online platform with increased functionality for our customers.”

Dennis Jones will also continue to lead AutoVIN in his role as president and now report directly to Skuy. “This is an exciting time for AutoVIN and ADESA,” said Jones. “I look forward to partnering with Ben to advance AutoVIN to the next level of customer service. Embracing the latest inspection technology, along with standardizing the quality of our condition reports and photos, is essential to success in the e-business world.”

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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 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. ADESA LiveBlock simulcasts vehicles worldwide. ADESA DealerBlock offers two ways to buy: bid-now sales events or buy-now pricing 24/7. 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.

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