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For Immediate Release

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MEDIA ADVISORY

ADESA to Host Ribbon-Cutting Ceremony at New Dallas Auction Facility

Carmel, IN—ADESA executives and staff will join Hutchins Mayor Artis Johnson, customers and dignitaries at a groundbreaking ribbon-cutting ceremony for the new ADESA Dallas auction facility in Hutchins, Texas. Located on 173 acres, this new state-of-the-art facility replaces the previous auction in Mesquite, Texas.

The new Dallas auction positions ADESA for continued growth in this already-strong market and enables the company to enhance services to all its customers across North America. As the first tenant in this industrial park, owned by The Allen Group, the project will also lead to additional development and expansion for the city of Hutchins.

The groundbreaking is open to all media and will take place **Thursday, September 10, 2009, at 8 a.m., Central Daylight Time (CDT), at 3501 Lancaster-Hutchins Road, Hutchins, Texas 75141 (see attached map).** Media are encouraged to arrive no later than 7:45 a.m. to allow time for setup. ***Attention all media: please check in at the Heritage Room, located inside the auction, prior to the ribbon-cutting.*** Refreshments will be served.

About ADESA

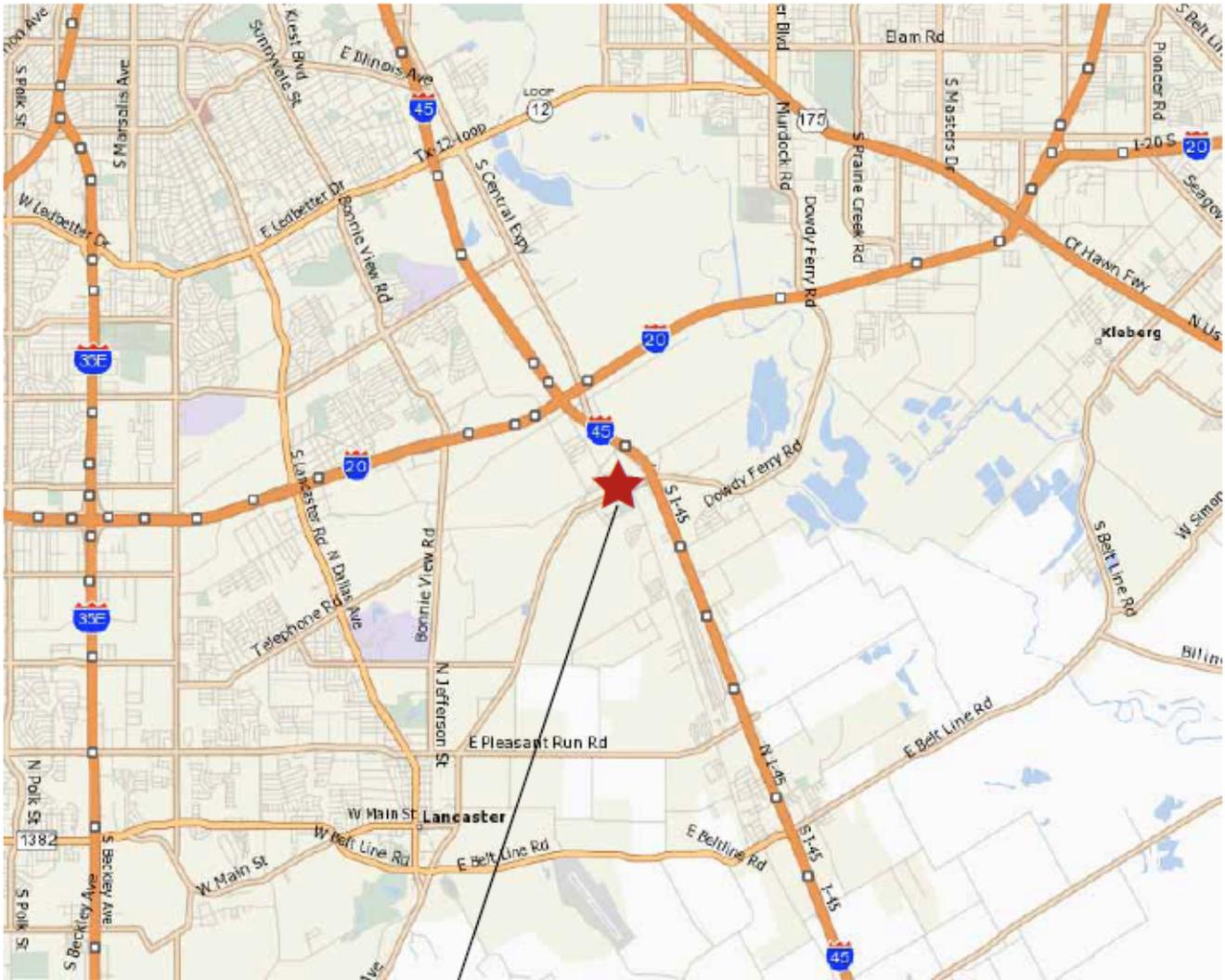
ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 61 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large 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 for additional details.

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CHANGE IS GRAND

The **NEW** ADESA Dallas

Groundbreaking Site



**ADESA Dallas
Groundbreaking Site**

3501 Lancaster Hutchins Road
Hutchins, Texas 75141