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For Immediate Release

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KAR Holdings Promotes David Vignes to EVP of Enterprise Optimization

Carmel, IN—KAR Holdings, Inc., a leading provider of vehicle and salvage auction services in North America, today announced the promotion of David Vignes to the position of executive vice president of enterprise optimization for KAR Holdings. Vignes will report directly to KAR Holdings CEO Jim Hallett.

"David has been instrumental in not only transforming, but also optimizing, the use of ADESA resources," said Hallett. "His leadership to implement best practices and standardize processes has allowed us to achieve significant results throughout the organization. David possesses a unique ability to synthesize complex information from diverse sources, and then extract these implications for the entire enterprise. He is equally skilled in his execution, which results in increased levels of service for our customers. In his new role, David will apply his knowledge and expertise in order to leverage synergies across all business units."

Vignes joined ADESA in 2007 as senior vice president of operations and strategic improvement. He was quickly promoted to executive vice president of strategic improvement and logistics in 2008. Prior to ADESA, Vignes spent more than 15 years, both in Europe and the United States, with the Walt Disney Company. During this time, he held several executive positions in finance and operations with Disneyland Paris, Walt Disney World Orlando and the Disney cruise line.

Vignes has more than 20 years of experience in mergers and acquisitions, enhancing operations, focusing on cost management and the optimization of customer values.

"I am honored by this opportunity to join an already strong team and add value to the entire KAR Holdings family of companies," said Vignes. "In this new role, I will not only perpetuate the best practices identified by our employees, but I will also continue to foster a culture of innovation and reward employees for their contributions. I look forward to this opportunity to sustain results and widen synergies within this enterprise of companies."

About KAR Holdings, Inc.

KAR Holdings, Inc. is the holding company for ADESA, a leading provider of wholesale used vehicle auctions whose operations span North America with 62 used vehicle sites, Insurance Auto Auctions, Inc., a leading North American salvage auto auction company whose operations span North America with 152 sites and Automotive Finance Corporation, a leading capital funding source for the used vehicle industry with 87 sites across North America. For further information on KAR Holdings Inc., ADESA, Insurance Auto Auctions, Inc. or Automotive Finance Corporation, visit the company's Web site at www.karholdingsinc.com.

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