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***For Immediate Release***

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

**Paul Appold Named Executive Sales Director for PAR North America**

*Carmel, IN*—PAR North America, a subsidiary of ADESA, today announced that Paul Appold has been named executive sales director. Appold is responsible for overseeing national accounts in the central region of the United States.

Based out of PAR North America's corporate headquarters, Appold will team with Susan Gordon, PAR North America's executive sales director for the U.S. eastern region, and Sim Shambeau, executive sales director for the U.S. western region. All three executive sales directors report directly to PAR North America President Jerry Kroshus.

"Paul's 21 years of sales experience is a great asset. He easily establishes rapport with clients and is terrific at handling customer service issues," said Kroshus. "Adding Paul to our senior management team enhances our ability to serve existing clients and expands our reach to new customers. His industry knowledge combined with his wide range of relationship experience is a win-win combination."

Prior to joining PAR North America, Appold was a sales representative for GMAC SmartAuction, where he promoted GMAC and worked with more than 950 dealers in nine states. Previously, Appold held several management roles at GMAC, including positions in financial sales and services, remarketing and dealer relations.

**About ADESA**

ADESA offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of its institutional and dealer customers. With 62 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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