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***For Immediate Release***

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**Remarketing Services of America Names ADESA Birmingham  
National Quality Award Premier Partner**

*Carmel, IN*—ADESA today announced that Remarketing Services of America, Inc. (RSA) awarded ADESA Birmingham as the company's National Quality Award Premier Partner for 2009. RSA's Vice President of Operations Don Edman recently presented the award to ADESA Birmingham General Manager Billy Noles.

"It's a privilege to accept this award on behalf of ADESA Birmingham and all of its employees," said Noles. "We've enjoyed our relationship with RSA for more than 10 years."

ADESA Birmingham won this award based on criteria evaluated in RSA's yearly auction performance report. This included service, sales effectiveness, operational excellence, sale preparation and marketing efforts. ADESA Birmingham was chosen as the award winner from among 30 other auctions selected.

"ADESA Birmingham has been a partner auction for more than 10 years," said Edman. "The strong sales performance by ADESA Birmingham exceeded all other markets. The team at ADESA Birmingham is extremely dedicated to RSA/Fiserv and all our clients."

RSA is a business unit of Fiserv Lending Solutions which enhances portfolio performance by providing strategic vehicle remarketing, lease maturity management, titles management and customer loyalty programs to major banks, auto manufacturers and other automotive financial institutions.

Tom Pietras, manager of auction sales and performance, automotive solutions, for RSA added, "ADESA Birmingham has been one of our top performers for the past several years—and throughout 2009 they proved to be unsurpassed by the competition. The auction worked extremely hard to exceed expectations in all facets of our program and those of our clients, which ultimately earned them this top honor. We want to thank the entire staff for all their hard work and we look forward to building on this already successful partnership."

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**About Fiserv**

Fiserv, Inc. (NASDAQ: FISV) is the leading global provider of information management and electronic commerce systems for the financial services industry, driving innovation that transforms experiences for financial institutions and their customers. Ranked No. 1 on the FinTech 100 survey of top technology partners to the financial services industry, Fiserv celebrated its 25<sup>th</sup> year in 2009. For more information, visit [fiserv.com](http://fiserv.com).

**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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