



August 21, 2014

For Immediate Release

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ADESA Names Director of Communications

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services (NYSE: KAR), today announced that Darci Valentine has been promoted to ADESA Director of Communications.

In her role as director of communications, Valentine will oversee and execute integrated corporate communications, including media relations, marketing, copywriting, brand management and digital media, including the company's multiple social media channels. She will also manage and maintain all relationships with the company's public relations agency partners.

Valentine has been with ADESA since 2006. In 2008, she was promoted to communications manager, and, in 2012, she was named senior manager of communications and digital media.

"Darci is an important member of the ADESA communications team as a result of her proven abilities, her capacity to build relationships across departments and locations and her dedication to ADESA," said Carol Sewell, vice president of marketing. "Her strong capabilities and understanding of how all components converge into an effective communications plan will continue to drive our company's profile both internally and externally."

Valentine has 20 years of experience in the communications field. She has held various management roles at magazines such as Hardware Retailing, the monthly trade magazine from the North American Retail Hardware Association; and ISBA Journal, the quarterly trade magazine from the Indiana School Boards Association. She also served as editor of 12 monthly publications serving more than 120,000 members of Angie's List nationwide. Valentine earned her bachelor's degree and master's degree in journalism from Ball State University.

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. The company handles virtually every stage of the used-vehicle lifecycle through its related subsidiaries of PAR North America, RDN, AutoVIN and CarsArrive. Remarketing services include a variety of activities designed to transfer used vehicles between professional sellers and buyers.

ADESA hosts weekly sales at its 65 auction locations across the United States, Canada and Mexico. The company also builds and manages online sale platforms for many major vehicle manufacturers. The company's online auction venues include ADESA LiveBlock, which simulcasts vehicles worldwide; and ADESA DealerBlock, which offers two ways to buy: bid-now sales events or buy-now pricing 24/7. ADESA is part of the KAR Auction Services family of companies. Visit ADESA.com for details.

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