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Holly Balogh Named COO for RDN

CARMEL, Ind.—ADESA, a business unit of KAR Auction Services, Inc. (NYSE: KAR), today announced a key management change at the company's subsidiary, Recovery Database Network (RDN). Holly Balogh has been promoted to chief operating officer of the organization.

"RDN continues to strengthen its position as a leading vehicle recovery software solution. The company serves more customers than ever before, including many of the largest automotive lenders in the U.S., and processes more vehicles than at any time in its history," said Peter Kelly, president of KAR Digital Services and chief technology officer of KAR Auction Services. "Holly has been an integral part of that growth, and I look forward to working with her in her new role to increase the scope of services that RDN offers its customers."

Balogh brings more than 20 years of business experience in leadership, product management and technical development to her new role. She joined RDN in 2012 as senior product manager and was promoted to senior director of operations in 2014 and vice president of operations in 2015. In her most recent role, Balogh oversaw the day-to-day business operations and was responsible for integrating partnerships with key global customers.

Prior to RDN, she was vice president of customer support at technology company OneWest.net and an experienced manager at Accenture, a multinational management consulting and technology services company.

"I am honored to lead a talented team that is dedicated to continuing to introduce innovative new tools to our industry," said Balogh. "I am excited about continuing to work with our customers in my new role and provide the resources that professional recovery companies need to streamline their operations as well as support the unique business needs of our global client base."

Balogh holds an MBA from Bradley University.

About RDN

Recovery Database Network (RDN) is a provider of software and data solutions related to the recovery of assets for the automotive finance industry and is a subsidiary of ADESA. ADESA is a part of the KAR Auction Services, Inc. group of companies. Visit recoverydatabase.net for details.

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 66 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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