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ADESA OFFERS BUYERS ACCESS TO CARFAX REPORTS

Partnership Enhances Trust, Provides Convenience for Online Customers

CENTREVILLE, Va. (February 2, 2011) – Carfax today announced it has integrated access to Carfax Auction Quick Check and Carfax Vehicle History Reports for ADESA online customers. Dealers and auction buyers using ADESA DealerBlock and ADESA LiveBlock have critical details about a vehicle's past readily-available with a single mouse click. Furthermore, Carfax Auction Quick Check is free to buyers on DealerBlock and LiveBlock through February.

"Carfax is a leading source of vehicle history information for the used vehicle industry," said Jason Ferreri, vice president of e-business sales and operations for ADESA. "We are pleased to partner with Carfax and offer our customers this time-saving tool that is sure to enhance their peace of mind during their online experience."

Previous independent studies prove that using a Carfax Report improves inventory turn and increases profit. Dealers can help ensure they pay the right price for cars customers want by running a Carfax Report prior to acquisition. At retail, used car shoppers get the information needed to make faster buying decisions.

"We've found that transparency at auction is a powerful asset," said Paul Seger, VP asset remarketing at GE Commercial Finance Fleet Services. "For years we've provided a Carfax Report with every unit we wholesale to build confidence and boost value. Giving buyers access to this information through the online auction site only helps your units stand out from the rest."

"The most successful buyers at auction are the ones with the best tools," said Dick Raines, Carfax president. "Together, Carfax and ADESA are making sure dealers have easy access to vehicle history details that help them choose the right cars and pay the right price."

To sign up with Carfax or get Carfax Auction Quick Check, call (800) 444-0145 or visit www.carfaxonline.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 70 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 for details.

About Carfax (www.carfax.com)

Millions of used car buyers and sellers each year rely on Carfax, the most trusted provider of vehicle history information. Using the unique 17-character vehicle identification number (VIN) found on vehicle dashboards and title documents, Carfax instantly generates a detailed Vehicle History Report on any used car or light truck. Carfax Vehicle History Reports™ provide valuable information that helps used car buyers and sellers make better decisions. Free Carfax Vehicle History Reports are instantly available with vehicles listed in nearly every online marketplace by Carfax-subscribing dealers. For more information or to become a Carfax subscriber, visit www.carfaxonline.com.