



For Immediate Release

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**KAR AUCTION SERVICES RECEIVES 2015 DIGITAL EDGE 25 AWARD
FROM IDG ENTERPRISE AND CIO EXECUTIVE COUNCIL**

CARMEL, Ind., January 13, 2015—KAR Auction Services, Inc. (NYSE: KAR), announced today that it has been named as a 2015 Digital Edge 25 honoree, produced by [IDG Enterprise](#) media brands [CIO](#) and [Computerworld](#) and the [CIO Executive Council](#). This prestigious honor recognizes organizations that have leveraged digital technologies to transform their business. KAR Auction Services will be honored at the [AGENDA 15 Conference](#), March 31–April 1, 2015, in Florida.

“It is an honor to receive the Digital Edge 25 award as it reflects KAR’s core value of innovation,” said KAR CEO Jim Hallett. “It also recognizes our dedication to collaborate within our group of companies to invest in technology that ultimately benefits our customers’ experience. During the past 24 months, business stakeholders and IT professionals representing our two complementary go-to-market auction business units, ADESA and Insurance Auto Auctions, worked together to address the need for improving vehicle representation. We now offer more vehicle images, with greater detail, and pan and zoom capabilities. In fact, today approximately 750,000 vehicle photos are taken each week in all weather conditions and made available to potential buyers. Given this vast amount of data, KAR has leveraged cloud technologies to enable more efficient image management and distribution.”

The Digital Edge 25 awards honor enterprises that have leveraged digital technologies such as social, mobile, analytics and cloud to achieve highly significant transformation or innovation for their business—to give them a competitive “digital edge.” The award focuses on the cross-functional business leadership that drives success in the digital business environment, as every business leader must have a strategic digital vision and focus. Selected by a panel of industry experts and business executives, winning applications are driving greater customer engagement, higher sales conversions and new product delivery mechanisms, as well as revenue and profit growth.

“The Digital Edge 25 awards competition was extremely competitive, with many nominations demonstrating enormous business value from mobile, data analytics and other digital innovations,” said Anne McCrory, vice president of marketing and content strategy for the IDG Enterprise events team and a conference chair. “Those selected by our judges stood apart for executing initiatives that, for example, drove much greater customer engagement, higher sales conversions and even new lines of business.”

About KAR Auction Services

[KAR Auction Services, Inc.](#) (NYSE: KAR), a FORTUNE® 1000 company, operates used vehicle auction services for North American sellers and buyers worldwide. Based in Carmel, Ind., the KAR group of companies is comprised of ADESA, Inc. ([ADESA](#)), Insurance Auto Auctions, Inc. ([IAA](#)), Automotive Finance Corporation (AFC), and additional business units, with nearly 12,000 employees across the globe.

ADESA operates 65 wholesale used vehicle auctions and IAA has 166 salvage vehicle auctions. Both companies offer leading online auction platforms to provide greater access for customers. AFC provides inventory financing and comprehensive business services primarily to independent used vehicle dealers from its 111 locations. Together, KAR's complementary businesses provide support, technology and logistics for the used vehicle industry. For more information, visit karauctionservices.com.

About IDG Enterprise

IDG Enterprise, an International Data Group (IDG) company, brings together the leading editorial brands (CIO, Computerworld, CSO, InfoWorld, ITworld and Network World) to serve the information needs of our technology and security-focused audiences. As the premier high-tech B2B media, data and services company, we leverage the strengths of our premium owned and operated brands, while simultaneously harnessing their collective reach and audience affinity. We provide market leadership and converged marketing solutions for our customers to engage IT and security decision-makers across our portfolio of award-winning websites, events, magazines, products and services. IDG's DEMO conferences provide a platform for today's most innovative and eye-opening technologies to publically launch their solutions.

About CIO Executive Council

The CIO Executive Council, now in its 10th year, is not only a global peer advisory community offering leadership services to the office of the CIO, but a tireless public advocate for this great profession. Through numerous programs tackling the inherent challenges IT professionals are all faced with, the Council has made a tremendous impact to practitioners, aspiring leaders and their organizations. Most recently the CIO Executive Council's widely recognized Journey to the Future-State CIO and digital C-Suite work has raised the eye brows of CEOs in an effort to better position you and align you with expectations.

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