



FOR IMMEDIATE RELEASE

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**OPENLANE OFFERS EXCLUSIVE DEALER PROMOTIONS AT
UPCOMING NADA CONVENTION & EXPO**

*Andrew Iorgulescu, VP of Business Development, to Speak on
Benefits of Online Auctions*

REDWOOD CITY, Calif., Feb. 2, 2010 – OPENLANE, Inc., a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles, today announced that it will be offering exclusive dealer promotions at the National Automotive Dealers Association (NADA) Conference & Expo in Orlando, Fla., February 13-15, 2010.

OPENLANE, exhibiting at Booth #2515, is giving a \$50 gift card to any new, unregistered OPENLANE dealer who stops by the booth to register and view a demonstration of the company's online wholesale automotive auction. In addition, dealers attending the show are privy to the following exclusive incentives that will only be offered at NADA 2010:

- Waive the first three sales success fees (worth \$375) when dealers register and view a demo. (Three sales success fees per dealership must be used by February 28, 2010. Dealership must be a new OPENLANE seller.)
- Get one free buy fee (worth up to \$250) on the first repossessed vehicle purchased on OPENLANE.com, when dealers register and view a demo on how to access these vehicles. (Free buy fee must be used by February 28, 2010.)
- Get \$100 off the first CarsArrive transport order on OPENLANE Open Auction when dealers view a demo on how to transport units. (First transport must be ordered by February 28, 2010.)

OPENLANE Presenting at NADA

In addition to these incentives, Andrew Iorgulescu, Vice President of Business & Dealer Development, will present a session entitled, “Turning Adversity into Opportunity - Using Online Auctions to Boost Sales and Increase Efficiency, in any Economy.” This session aims to offer advice to dealers on how best to begin using online auctions and how they can ultimately improve a dealer’s overall efficiency. This presentation will be given on the following days and times:

- Friday, February 12th at 3:15pm in Room 306A&B
- Sunday, February 14th at 3:30pm in Room 204B
- Monday, February 15th at 10:30am in Room 204B

Dealers are urged to visit OPENLANE booth #2515 and discover how easy online buying and selling can be. Please contact OPENLANE Dealer Services at 866-969-0321 with any additional questions.

About OPENLANE

OPENLANE, Inc. is a leading online auction company in North America for automotive dealers to buy and sell wholesale vehicles. The company offers end-to-end auto remarketing solutions to auto manufacturers, captive finance companies, lease and daily rental companies, financial institutions and wholesale auto auctions throughout the United States and Canada. OPENLANE powers online remarketing programs for American Honda Finance, Audi Financial Services, Avis Budget Group, Chase Auto Finance, Chrysler Financial, Porsche Financial Services, Volkswagen Credit, among others. For more information, please visit www.openlane.com or call +1 (866) 969-0321.

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