



ONLINE VEHICLE EXCHANGE

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**REA BROTHERS' MIDSOUTH AND BSC AMERICA AUCTIONS BECOME
FIRST INDEPENDENTS TO ACHIEVE "SIGNATURE PROVIDER" STATUS
WITH OVE.COM**

Signature Providers Prove Commitment to High Standards for Online Customer Service

ATLANTA – With an increasing number of independent auctions joining the OVE.com family, three independents have taken the next step and earned "Signature Provider" status, Manheim executive vice president of operations Mike Broe announced today.

Rea Brothers' MidSouth Auto Auction and two of BSC America's auctions, BelAir Auto Auction and Tallahassee Auto Auction, have become the first independent auctions to complete the steps necessary to become OVE.com Signature Providers. In addition, each of Manheim's U.S. operating locations has achieved Signature Provider status with OVE.com. The elective OVE.com Signature Provider program was developed in response to both dealer customer and national seller demand for a way to identify auctions that best support the online buying and selling experience.

In order to display the Signature Provider seal, an auction must meet certain criteria and provide enhanced online customer benefits, including: participation in OVE.com's National BuyBack Policy, transportation support, vehicle listing verification, designated "OVE Sold" parking areas and enhanced after-hours transaction support. Online staffing models at Signature Provider locations must also be consistent, and online employees must meet strict training requirements.

"Rea Brothers and BSC America were among the very first independents to join with OVE.com, so it's only fitting that they should be the first two independents to become Signature Providers," said Broe. "These are two very successful independents, and the reason they've achieved that success is because of their commitment to their customers, especially online."

John Rea of Rea Brothers' said the Signature Provider designation is an additional seal of approval that will carry significant meaning for his customers.

"Our customers want to do business with an auction that offers them the very best service, whether that's in-lane or online, and our partnership with OVE.com has allowed us to deliver in ways we couldn't previously," Rea said. "The Signature Provider status is just further validation that we're doing everything possible to help our dealer customers gain access to the widest selection of inventory, and to help our sellers access the most buyers for their vehicles."

Ray Nichols, chairman of BSC America, said that partnering with OVE.com has strengthened existing customer relationships, and brought additional business and revenue opportunities to his BelAir and Tallahassee auctions.

“The great thing about the relationship with OVE.com is that it allows us to expand our business well beyond the auction gates – dealers can sell cars right off their lots if they need to, giving us an ‘in’ into deals that we may have missed previously,” said Nichols. “OVE.com also brings a national, even international, buying base to the table, satisfies consignors’ demands for a complete remarketing solution, and requires no significant monetary investment on the part of the independent auction. It’s a great addition to our business.”

While Rea Brothers, BelAir, and Tallahassee are the first independents to achieve Signature Provider status, OVE.com Director of Independent Auction Relations Glenn O’Leary said he expects other independent auctions to quickly join the Signature Provider ranks. Currently, 45 independent auctions have partnered with OVE.com to become Facilitation Service Providers, and additional auctions are joining each month.

OVE.com is the largest online wholesale vehicle marketplace where physical auctions play a pivotal role in the success of its business by acting as Facilitation Service Providers. As Facilitation Service Providers, independent auctions guarantee title, funds and arbitration (if needed) for OVE.com’s online wholesale vehicle transactions, and can also provide added services to dealers such as post-sale inspections, paintless dent repair and other reconditioning.

OVE.com has enjoyed tremendous growth in 2008; it is on track to achieve 100 percent year-over-year growth from 2007. Further, the site has increased its volume from 10,000 cars offered daily to more than 25,000 and now lists inventory from more than 55 national consignors (up from 35 just a year ago).

Independent auctions seeking more information on partnering with OVE.com or on becoming a Signature Provider can visit the OVE.com booth at NAAA or contact O’Leary at (678) 645-2253 or glenn.oleary@ove.com.

About OVE.com

OVE.com is Manheim’s 24/7 online wholesale vehicle marketplace with the largest selection of inventory in the industry. OVE.com provides buyers and sellers with a secure environment in which to conduct business 24 hours a day, seven days a week. The site gives sellers the ability to remarket vehicles earlier in the remarketing cycle – and throughout the cycle – while buyers are able to see, compare and purchase vehicles without leaving their dealerships. Manheim is a wholly owned subsidiary of Atlanta-based Cox Enterprises and the world’s leading provider of automotive remarketing services.

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