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MANHEIM LAUNCHES NEW ONLINE “DAILY SALES” PROGRAM
Dealer demand expands popular Online Event Sales to seven days a week

ATLANTA – Manheim today announced the launch of its new Daily Sales program, a powerful, expanded portfolio of online buying and selling opportunities for dealers and consignors. Designed to capitalize on the popularity and success of its current Online Event Sales efforts, the Daily Sales program brings together existing Online Event Sales such as Manheim Monday, Dealer Wednesday, Thunder Thursday and M’OVE it Friday with newly-launched Online Event Sales, creating a comprehensive online line-up of fresh inventory for dealers.

Individual Online Event Sales are designed to address specific needs of Manheim’s customers. With Manheim Monday, the company took what was a traditionally slow sale day for auction locations and created a highly successful program that helps dealers to search, buy and sell the freshest used vehicle inventory online. Today, 60 percent of all transactions each Monday on OVE.com occur during a Manheim Monday Event Sale.

“Since introducing Online Event Sales last year, the feedback from both buyers and sellers has been extremely positive, so Manheim decided to offer these sales daily,” said Nick Peluso, senior vice president customer management, Manheim. “The program provides the freshest inventory for buyers and selling opportunities for both dealer and commercial consignors. Promoting Daily Sales on Manheim.com allows us to inform customers of all the buying opportunities Manheim offers, from Manheim Monday to weekend events and everything in between.”

In conjunction with the launch of Daily Sales, Manheim also introduced a promotional campaign to keep its customers informed about the variety of online events happening daily at Manheim. As part of the campaign, Daily Sales promotional e-mails will provide dealers with regular news and updates on upcoming sales. In addition, an interactive calendar on Manheim.com will ensure that all visitors can track and set updates for sales in which they are specifically interested. Promotion for the Daily Sales line-up also include a banner ad campaign and advertising at Manheim’s in-lane auction locations, ensuring that even more buyers and sellers connect online.

Customers who want to stay up-to-date on Daily Sales digitally can add events to their electronic calendars, set reminders for specific event sales and receive alerts through e-mail on the Daily Sales web page by clicking on the sale of interest.

To learn more about Daily Sales, customers are invited to visit www.manheim.com.

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About Manheim (www.manheim.com)

Manheim is the world's leading provider of vehicle remarketing services. Through its 130 worldwide wholesale operating locations, Manheim impacts every stage of a used vehicle's life cycle, helping commercial sellers and automobile dealers maximize the full value of their vehicles. Drawing from its auction transaction volume, Manheim Consulting publishes the annual Used Car Market Report, the definitive source of data for the used car industry. Manheim Consulting offers a wide range of services including custom analytics, business optimization and macro economic analysis.

Manheim is the online vehicle remarketing leader, connecting buyers and sellers to the world's largest, most comprehensive wholesale marketplace through its extensive in-lane and online offerings. Manheim.com receives nearly 900,000 visitors each week.

Additionally, Manheim offers services including reconditioning, certification, inspections, dealer financing, title management and marshaling, among others. Through its wide array of services and technologies, industry publications, customer support and educational offerings, Manheim gives its customers maximum control over how they buy and sell vehicles, helping them to conduct business in the most efficient way possible. In 2009, Manheim handled nearly 10 million used vehicles, facilitating transactions worth more than \$50 billion in value.

Headquartered in Atlanta, Georgia, Manheim is a subsidiary of Cox Enterprises, a leading communications, media and automotive services company.