



Manheim

FOR IMMEDIATE RELEASE
April 13, 2011

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MEDIA ADVISORY:
PRESS BRIEFING SET PRIOR TO U.S. TREASURY PUBLIC AUCTION
Luxury Vehicles Once Owned by Russell and Abby Cole

MILWAUKEE, WI – Manheim Milwaukee invites regional media to attend a pre-sale press briefing and vehicle preview Monday, April 18, in advance of a public sale of luxury vehicles seized by the U.S. Department of the Treasury.

Vehicles in the April 19 sale were formerly owned by Russell and Abby Cole of Deerfield, Ill. The vehicles were seized as part of an investigation by IRS – Criminal Investigations, the U.S. Postal Inspections Services and the FBI. Auction proceeds will be placed in the U.S. Treasury's Asset Forfeiture Fund.

Due to the nature of the auto auction environment, video recordings of the public sale will not be possible by members of the press on Tuesday. This press briefing and vehicle preview will be the only opportunity to film or photograph the vehicles prior to their sale and delivery. To access general information or a retail buyers' agreement from your smart phone, visit www.mmaamobile.com.

WHO: Dennis Worthy
General Manager
Manheim Milwaukee

WHAT: Press Briefing and Preview of Luxury Vehicles

WHEN: 1:30 – 3 p.m. Monday, April 18, 2011

WHERE: Manheim Milwaukee
561 27th St.
Caledonia, WI 53108
Map: <http://www.manheim.com/locations/MMAA/directions>

CONTACT: Michelle Tess
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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 visits 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 2010, 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.

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