



FOR IMMEDIATE RELEASE
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**OVE.COM'S INDEPENDENT AUCTION SUMMIT HELPS PARTNERS
EXCHANGE IDEAS AND GROW ONLINE SALES**

*Building on the Summit's Success, the Strive 4 Five Promotion
for Independent Auctions Returns!*

ATLANTA – OVE.com – the leading 24/7 bid or buy now wholesale vehicle marketplace – brought independent auctions together again this year for its second annual summit. During the summit, attendees learned how to take advantage of OVE.com to grow their digital business. Industry experts also discussed recent trends and shared best practices.

Sandy Schwartz, president of Manheim, talked about how advances in digital technology are transforming a variety of industries and businesses. Joe George, group vice president of Manheim Digital, explained how digital advances are transforming the auto remarketing industry. George also described how those advances will impact the future of remarketing, and he shared strategies for leveraging mobile technologies to counter non-traditional competitors.

“The OVE.com summit was very beneficial for our business,” said Lynn Weaver, general manager of Harrisburg Auto Auction. “Our internet sales manager and I both came away with new ideas and a better understanding of how OVE will benefit us now and even more in the future. We are already putting our plans in place.”

“I value the opportunity to exchange ideas about how our industry is evolving,” said George. “You look around in the room and say, ‘Wow, this is a talented group of industry leaders!’”

In addition to learning best practices from industry experts, networking with colleagues, sharing success stories and exchanging ideas, summit attendees also had the opportunity to give OVE.com leadership their suggestions for how to improve the platform and make the site even more efficient and effective.

“This is our fourth year working together to provide our buying and selling customers with options that simplify the process,” said Sue Boehlke, senior vice president of products and processes at Manheim. Boehlke, who kicked off the summit event, explained, “We believe it’s important to offer our independent partners an industry platform to feature their sellers’ inventory. We have a long-standing commitment to our partners and that will continue.”

To help its independent partners reach their ongoing goal of selling more vehicles online, OVE.com is bringing back its popular Strive 4 Five promotion. The promotion provides participants with financial incentives to capitalize on the incremental dealer business opportunity OVE.com provides. Not only are partners able to use OVE.com as a defensive and offensive tool, they're able to earn more money at the same time when they participate in the Strive 4 Five promotion. The promotion began in September and is currently underway.

If you have questions about becoming an OVE.com partner or the Strive 4 Five promotion, please contact Glenn O'Leary (glenn.oleary@ove.com or 678-645-2253).

About OVE.com (www.ove.com)

OVE.com, Manheim's 24/7 bid or buy now wholesale vehicle marketplace where physical auctions play a central part in its success, is the only marketplace of its kind with a no-questions-asked buy-back guarantee (www.oveoffers.com). OVE.com connects buyers to the leading selection of inventory in the industry while offering them a virtual inventory of more than 25,000 vehicles to help them improve profitability anytime.

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