



For Immediate Release
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**INSURANCE AUTO AUCTIONS RECOGNIZED AS A FINALIST IN THE
BEST CUSTOMER APP CATEGORY AT PREMIER CITE AWARDS**

Finalists to receive recognition during CITE conference + expo, April 27-29, 2014

WESTCHESTER, Ill., February 4, 2014 - Insurance Auto Auctions, Inc. (IAA) the leading live and live-online salvage auto auction company and wholly-owned subsidiary of KAR Auction Services, Inc. (NYSE: KAR), has been named by IDG's CITEworld as a finalist in the 2014 CITE Awards program. The inaugural awards program spotlights leading organizations for their innovative use of consumer-inspired technology in one of six award categories.

IAA is a finalist in the Best Customer App category for its leading IAA Buyer App for the Tablet, which makes searching for vehicles on the auction block even easier for buyers. Buyers can track their pre-bids and vehicles they are watching as well as receive alerts regarding paying, pickup and pending items. One winner in each category will be named during a ceremony at the CITE conference + expo (citeconference.com) taking place April 27-29, 2014 at the San Francisco Hilton Union Square.

"The awards finalists are an amazing group in what they have empowered their businesses and their employees to do, using everything from mobile apps to GIS and social collaboration to big data," said Anne McCrory, VP, Marketing and Content Strategy, IDG Enterprise and the CITE Awards program chair. "We look forward to showcasing their expertise at the CITE conference + expo, along with technologies ranging from wearables to 3-D printing and new ecommerce platforms."

"The CITE Awards recognize the best in innovative technology applications and we are pleased to be named as a finalist among a roster of respected companies," said John Kett, president of Insurance Auto Auctions. "I'm also proud of the highly-talented and diverse group of IAA's technology and business experts who collaborated and brought this Buyer App to market. Our strong investment in innovative technology continues to pay off as we maintain our position as the leading auto auction company in our industry."

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The CITE conference + expo, to be attended by more than 750 business and IT leaders, will showcase finalists and other business and IT innovators as they demonstrate how they are employing leading-edge technologies to create a modern workplace and drive new business opportunities. Many finalists also will be featured in coverage on CITEworld.com, the editorial website to the conference.

About the CITE Awards

The inaugural CITE Awards program was created to spotlight leading organizations for their innovative use of consumer-inspired technology to create a modern workplace and drive new business opportunities. Its six award categories are Best Business Computing Environment, Best Cloud Rollout, Best Collaborative Project, Best Internal App and Best Smart Data Project. A panel of independent judges will select one winner in each category, to be unveiled at the CITE conference + expo on April 28, 2104. Coverage of many award finalists and winners may be found at citeworld.com this spring.

About Insurance Auto Auctions, Inc.

Insurance Auto Auctions is the leading live and live-online salvage vehicle auction company and a wholly-owned subsidiary of KAR Auction Services, Inc. (NYSE: KAR). Headquartered in Westchester, Illinois, IAA has over 160 auction facilities throughout North America offering towing, financing and titling services. With the most auction facilities in North America, IAA provides registered buyers from around the globe with millions of opportunities to bid on and purchase donated and salvaged vehicles. Since 1982, IAA has sold millions of vehicles through its weekly auctions for insurance companies, fleet and rental companies, financing companies, charity organizations and the general public. IAA also leverages its business model to assist charitable organizations in the US through its One Car One Difference® campaign. To date IAA has provided millions of dollars in additional funding to charities by assisting in the processing of donated vehicles. Learn how we are making a difference by visiting www.1car1difference.com. With a talented team of over 2,200 employees, IAA is committed to providing customers with the highest level of services in the salvage auto industry. Go to www.IAA-Auctions.com to learn more, and follow IAA on Facebook and Twitter.

About CITEworld

CITEworld is the leading resource for IT professionals, business leaders, technology providers and investors who want to make the most of consumer technologies in the workplace. Additionally, CITEworld creates opportunities for information technology and consumer marketers to reach this audience. CITEworld, through CITEworld.com, CITE Conference + Expo as well as CITE Forums, address the mobile revolution reshaping the workplace, including BYOD policies and best practices, mobile device management, mobile enterprise apps, consumer apps in the workplace, as well as the new breed enterprise companies that are bringing a more consumer-like experience to the workplace. CITEworld is published by IDG Enterprise, a subsidiary of International Data Group (IDG), the world's leading media, events and research company. Company information is available at www.idgenterprise.com.

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