



For Immediate Release
Jeanene O'Brien | Vice President
(708) 492-7328 | www.iaai.com

INSURANCE AUTO AUCTIONS RANKS #33 ON 2014 INFORMATIONWEEK ELITE 100

IAA recognized as a technology innovator for its iPad Buyer App for tablets

LAS VEGAS, NV and WESTCHESTER, Ill., April 2, 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), today announced that it has been ranked #33 on this year's InformationWeek Elite 100 – a list of the top business technology innovators in the U.S. IAA also was selected as one of three finalists for InformationWeek's Business Innovation awards in the category of Business Agility. The InformationWeek Elite 100 ranking was revealed at an awards dinner and gala on April 1, 2014, held at the Mandalay Bay Convention Center in Las Vegas. The full list can be found on <http://www.informationweek.com/elite100>.

IAA was recognized for its focus on driving mobility into its products and services and the creation of cutting-edge applications and technology platforms that help meet its customers' shifting needs. On a yearly basis, IAA auctions more than 1.5 million vehicles, and provides over 15 million vehicle images available online. IAA's launch of its **iPad Buyer App for tablets** in 2013 presented information to customers using fluid and responsive design elements that were a first for the industry.

"We are very proud to be recognized by InformationWeek and to be included among its coveted list of business technology innovators," said John Kett, president, IAA. "Today, IAA continues to invest millions in its technology infrastructure with mobile solutions as a backbone to the company's business model.

This prestigious recognition solidifies what's behind IAA's core philosophy in which IT and business decision-makers work in tandem to drive results. We're methodical in collaborating with our customers and making certain what we do makes a positive difference in the marketplace."

"The digital business movement is a force CIOs can't ignore. Just as Amazon.com transformed the retail industry, Netflix changed the face of movie distribution, and Orbitz and others reinvented travel planning, new digital companies, technologies, and business models will shake up a range of other industries, from healthcare to manufacturing to higher education. Digital businesses are adept at using the web in

conjunction with mobile, social, analytics, and other technologies to not only boost sales, but also change their relationships with customers. The 2014 InformationWeek Elite 100 highlights companies that are leading this digital business revolution, redefining business models and reshaping industries,” said InformationWeek Editor In Chief Rob Preston.

This is InformationWeek's 26th year identifying and honoring the nation's most innovative users of information technology. For 2014, this assessment was narrowed to a more elite 100 organizations. InformationWeek Elite 100 research tracks the technology-based investments, strategies, and results of some of the best-known organizations in the country. Unique among corporate rankings, the InformationWeek Elite 100 spotlights the power of business technology innovation.

Additional details on the InformationWeek Elite 100 can be found online at <http://www.informationweek.com/elite100>.

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 InformationWeek

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