

**FOR IMMEDIATE RELEASE**

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## **MyDealerLot, AeroScout and EIS Announce Successful Vehicle Tracking Project at ADESA, Inc.**

### *RFID Solution Delivers Real Time Inventory Management for Thousands of Vehicles at Automotive Auction Sites*

**(Roswell, GA. – May 27, 2008)** – MyDealerLot, provider of the only Web-based subscription RFID / Real Time Location Tracking System (RTLS) application for retail automotive dealerships, auctions and yard management, announces that MyDealerLot and strategic engineering partner Electronic Inventory Solutions have successfully deployed an installation tracking more than 3,500 vehicles across three physical locations at ADESA, a leading provider of automotive auction services.

“We are excited to be part of the auction market which represents a substantial business sector that can benefit from the RTLS vehicle management technologies provided by MyDealerLot, AeroScout and Electronic Inventory Solutions,” said George Cresto, founder and president of MyDealerLot. “Harnessing the data associated with real-time inventory management is already leading to improved customer service, tighter inventory control, automated production tracking and higher levels of inventory security.”

The solution at ADESA provides automated tracking of vehicles using Wi-Fi-based RFID technology. RFID tags mounted inside the vehicles provide ADESA with complete visibility of the location of these vehicles as they move throughout its premises amongst three outdoor lots. Users can quickly locate vehicles using their PCs, laptops and handheld devices to view vehicles' accurate location on a map, eliminating long searches and increasing sales and workers' productivity. Automated reports provide accurate vehicle inventory status.

“This is a great example of how ADESA is continually striving to standardize our auction processes,” said ADESA COO Tom Caruso. “Our customers will continue to benefit from technology improvements such as these in our continued focus to integrate best practices in all our locations and build customer services levels across the board.”

“Since the beginning, ADESA has been committed to constant improvement of internal operations and improved customer service through the use of leading-edge technological initiatives. For ADESA, MyDealerLot is key to more efficient internal operations and improved customer service,” said John Nordin, chief information officer, ADESA, Inc. “Additionally, due to the fact that our vehicles are in a state of constant motion, ADESA determined that nothing short of a true real time location system (RTLS) would address the needs of the business. MyDealerLot provides this capability and more.”

MyDealerLot worked in tandem with engineering partner Electronic Inventory Solutions (EIS) to deploy solar powered outdoor receivers for real-time location, using AeroScout Wi-Fi-based RTLS technology. “Through innovative wireless solar based engineering, EIS was able to deploy

the solution across three lots providing both real time and presence technology,” said Darryl Hubbard, president of EIS.

“Improving efficiency and customer service are major challenges in the automotive auction market. We are pleased to work with MyDealerLot to provide the high-accuracy location and status of thousands of vehicles required to drive those improvements,” said Gabi Daniely, vice president of marketing and product strategy at AeroScout.

MyDealerLot V3.0 is available today.

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#### **About ADESA**

ADESA, a subsidiary of KAR Holdings, Inc., offers a full range of auction, reconditioning, logistical and other vehicle-related services to meet the remarketing needs of both its institutional and dealer customers. With 60 auction locations in the United States, Canada and Mexico, strategically located near metropolitan areas with a large concentration of used vehicle dealers, the company is well positioned to host both physical and Internet auctions. Through its related subsidiaries of AutoVIN® and PAR North America, it is also able to provide additional services including inspections, inventory audits and remarketing outsourcing solutions including a network of repossession agents, titling and auction sale representation. Visit [ADESA.com](http://ADESA.com) for details.

#### **About MyDealerLot**

MyDealerLot provides innovative real time location inventory tracking solutions for automotive dealers, auction companies, and yard management companies using RFID / RTLS technologies. MyDealerLot’s RTLS (Real Time Location System) is a web-based Wi-Fi vehicle tracking solution which uses radio wave technology (RFID) to provide an ‘always-on’ instant physical vehicle inventory. MyDealerLot also provides solutions for key tracking and Service Drive Concierge for use in retail customer service environments. Visit [mydealerlot.com](http://mydealerlot.com) or call 888-MDL-RFID (888-635-7343).

#### **About Electronic Inventory Solutions**

Founded in 2003, Electronic Inventory Solutions, Inc. (EIS) is an IT solutions company providing item-level radio frequency identification (RFID) systems to high value markets. EIS designs and manufactures hardware, develops software and integrates components from leading RFID suppliers to provide complete end-to-end solutions. Visit [rfid-sys.com](http://rfid-sys.com) or call 877-486-3272.

#### **About AeroScout**

AeroScout is the market leader in Unified Asset Visibility solutions. The company’s products accurately locate and monitor assets and people over standard Wi-Fi networks, to improve and automate business processes. AeroScout’s global customer base includes many of the Fortune 500 and the world’s leading hospitals. Founded in 2000, AeroScout pioneered the Wi-Fi visibility market by introducing the industry’s first Wi-Fi-based Active RFID tag, and is widely recognized as leading the market in number of tags shipped. AeroScout is headquartered in Redwood City, Calif., with offices in Europe, Asia, the Middle East, Latin America and Australia. Visit [aeroscout.com](http://aeroscout.com) or call. 650-596-2994.

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