



FOR IMMEDIATE RELEASE: January 15, 2012

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ServNet Auctions Continue to Expand Market with Internet Technology

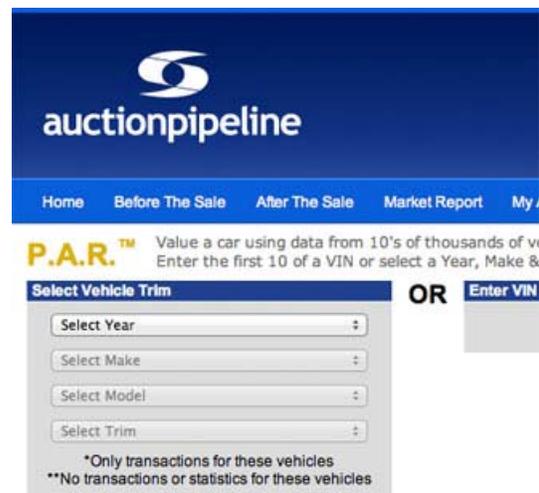
ServNet auctions launch a new year with a renewed focus on reaching out to auto dealers, utilizing cutting-edge Internet technology to bring buyers and sellers together at auction. Having established AuctionPipeline as the Internet platform for its auctions, ServNet is able to reach more dealers and offer more services than ever before, says Jeff Brasher, ServNet Chairman of the Board and owner of Brasher's Reno Auto Auction.

"With the tools made available by AuctionPipeline, ServNet auctions are able to reach virtually every new and used car dealer in the country, making it possible for them to search inventory, examine the market, access vehicle information and participate in online auctions," explains Brasher.

Auction Pipeline was launched in 2006 with six auctions. Today, AuctionPipeline provides real-time auction sale information for 109 facilities nationwide, including the 28 ServNet auctions.

"On any given day, ServNet auctions can reach 22,000 new and used car dealers who actively use AuctionPipeline to source inventory and buy vehicles," says Brasher. "These dealers turn to AuctionPipeline to search available inventory in all reaches of the country. "

Currently, AuctionPipeline includes 99,000 searchable vehicles, and is set to sell on 210 Simulcast lanes a week.



A tremendously valuable tool made available to auto dealers on Auction Pipeline is P.A.R. (Pipeline Auction Report), which is now calculated using sold vehicle data from the independent auctions, including the ServNet auctions, that contribute to AuctionPipeline and ADESA auctions. Correspondingly, ADESA's Market Guide now includes sold vehicle data from AuctionPipeline auctions.

"This joint market guide is a cooperative effort that provides dealers with a larger pool of vehicles to search and buy online," says Bob McConkey, owner of three ServNet auctions and one of the moving forces behind the development of AuctionPipeline. "Drawing from a broader collection of sold vehicle data allows dealers to more accurately determine the value of a vehicle. We believe that P.A.R. commands the field in determining market value, and further solidifies AuctionPipeline's role as the industry leader."

"ServNet auctions continue to deliver superior service to its customers, at 28 auction facilities of the highest caliber, and online," Brasher concludes. "With AuctionPipeline as its Internet platform, ServNet continues to expand its reach, bringing more buyers and sellers together in the auction lanes."