

UPDATE: Auction Export Launches Golive(SM) Web Tool



TORONTO, ONTARIO--(Marketwired - May 1, 2013) - Auction Export, a leading internet company specializing in the purchase and export of cars from the United States and Canada to car buyers around the world and a marketing alliance partner of Insurance Auto Auctions (IAA), today announced the introduction of **GOLIVE**, a unique web tool that enables buyers to place live auction bids on vehicles located at IAA, in real time, directly from the Auction Export website. This powerful new tool allows Auction Export's international end user clients to place their own bids during the live auction and will further enhance the existing co-marketing relationship between Auction Export and IAA.

"**GOLIVE** will enable tens of thousands of active Auction Export buyers around the world to bid personally on the IAA vehicles they want with the convenience that comes from the easy-to-use web tools," said Rustam Biisenabyev, chief executive officer at Auction Export. "It will also provide IAA with the ability to present their inventory to an even broader network of buyers to capture the very best returns on their salvage and clear-title vehicles."

About Auction Export:

Auction Export, established in 2007, specializes in helping individuals around the world purchase and export the highly-desirable cars found in the USA and Canada. Auction Export's website (www.auctionexport.com) provides simple solutions for individuals to locate, purchase and pay for vehicles, as well as many other logistical issues such as transportation and shipping to virtually any port in the world. In 2012, Auction Export was recognized by Insurance Auto Auctions as an official regional representative in West Africa. Auction Export's personal customer approach has enabled it to strengthen its loyal client base in 79 countries and continues to deliver the type of outstanding service that keeps customers coming back over and over again.

About IAA:

Insurance Auto Auctions is the leading live and live-online salvage vehicle auction company and a wholly-owned subsidiary of KAR Auction Services, Inc. (KAR). Headquartered in Westchester, Illinois, IAA owns over 160 auction facilities throughout North America. 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.