



ADESA's Total Loss Vehicle Auction Subsidiary Announces Name Change

INDIANAPOLIS, IN – In a move to solidify its strong presence in the total loss vehicle auction industry, ADESA Corporation announced today that it has officially changed the name of its subsidiary, Auto Placement Center (APC) to ADESA IMPACT. Operating in the United States and headquartered in East Providence, Rhode Island, ADESA IMPACT provides auction, transportation, and management services for total loss vehicles serving the Property and Casualty Insurance industry, vehicle leasing and rental car companies. The new name captures the synergies between APC and ADESA's Canadian total loss vehicle auction subsidiary, IMPACT Auto Auctions. With 10 locations throughout Canada and headquartered in Toronto, IMPACT Auto Auctions is Canada's leading total loss vehicle auction company. Combined with ADESA IMPACT USA's 12 locations, the unification makes ADESA Corporation the third largest total loss vehicle auction company in North America. The company has established a website at www.adesaimpactusa.com.

The ADESA IMPACT name also represents the successful integration of one of the country's oldest and most respected total loss management companies with the second largest and fastest growing wholesale vehicle auction in North America. This combination of unique skills and expertise will greatly enhance the level of total loss vehicle auction services traditionally offered to the insurance, fleet/lease and rental car industries.

"We are very excited to unveil "ADESA IMPACT," said Jim Hallett, president and CEO of ADESA Corporation. "The joining of both entities further demonstrates our desire to strengthen and leverage ADESA not only as a wholesale vehicle remarketing company, but also as North America's fastest growing total loss recovery auction services company."

ADESA IMPACT in addition to its auction and transportation business will provide total-loss claim services such as vehicle appraisal, inspections, evaluations, titling and settlement administration to its clients. Auto imaging, Internet bidding, vehicle enhancement services, catastrophe programs and a recycled parts locator are provided through an array of Total Loss Management programs. ADESA IMPACT is managed by CEO, Robert P. Lyons, Jr. who has over 30 years of experience in the total loss claims and auction industry.

"As an industry leader in the total loss recovery market, ADESA IMPACT strives to develop programs that improve our profitability and performance while dramatically reducing our insurance customer's claim cycle time and increasing their net dollar recovery," said Lyons. "The introduction of ADESA IMPACT will further enhance our strategic position in the total loss recovery market and we look forward to forging ahead with strong support from ADESA Corporation."

Headquartered in Indianapolis, Indiana, ADESA Corporation is a wholly owned subsidiary of ALLETE (NYSE: ALE), a unique and diversified multi-services company. ADESA operates 54 wholesale vehicle auctions and five commercial truck sales strategically located across the United States and Canada. In addition, the Automotive Services segment of ALLETE operates several other related businesses in the vehicle remarketing industry including total loss recovery services, Automotive Finance Corporation (AFC) dealer financing, Great Rigs auto transporters, PAR remarketing services, AutoVIN Inspection Services and ADESA Importation Services (AIS).

The statements contained in this release and statements that ADESA may make orally in connection with this release that are not historical facts are forward-looking statements. Actual results may differ materially from those projected in the forward-looking statements. The forward-thinking statements involve risks and uncertainties and investors are directed to the risks in documents filed by ALLETE, ADESA Corporation's parent company, with the Securities and Exchange Commission.