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Yellow Ribbon Coalition Joins Insurance Auto Auctions' One Car One Difference™ National Car Donation Campaign

Partnership to Help Drive Funding to Provide America's Service Men, Women and Their Families with Emergency Financial Assistance, Housing Needs, Employment Training, Education and Financial Services

WESTCHESTER, Ill.--(BUSINESS WIRE)--The Yellow Ribbon Coalition, an organization committed to providing America's Veterans and active duty military personnel and their families with much needed services, has joined the ranks of five other national charitable organizations as a benefactor charity and partner in the One Car One Difference™ program. The national program is designed to raise public awareness about the ease and benefits of vehicle donation. Launched in December of 2010, the campaign and program is facilitated by 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).

"As the public looks for ways to show their appreciation to our service men and women, donating their car is an option that is easy and environmentally friendly," said Tom O'Brien, CEO of Insurance Auto Auctions, Inc. "For vehicle donors, the program offers full-service donation support, including pick-up and paperwork, with just one phone call. For charities, the program makes the most of IAA's broad footprint with over 155 auction locations throughout North America. IAA has a designated donation division that manages the entire process with a national call center, and team members at each branch location who auction vehicles both live and live-online on a weekly basis."

Millions of Veterans, active duty personnel and their families struggle to meet their basic needs due to sporadic service time and multiple deployments and the current economic environment has compounded this problem. The Veterans Administration (VA) estimates there are 25 million Veterans in America today, and of those, 107,000 are homeless.

"The men and women who have worn our nation's uniform face a myriad of challenges upon returning to civilian life. The Yellow Ribbon Coalition is committed to helping these heroes preserve their well being and that of their families," said John Pickens, executive director of the Yellow Ribbon Coalition. "By partnering with One Car One Difference™, we can generate more public awareness of this issue and help secure more funding for our services. This will ultimately enable us to assist even more individuals."

Currently, the Yellow Ribbon Coalition is comprised of non-profit organizations whose work is vital to meeting the greatest needs of America's Veterans and active duty military families. These organizations include: USA Cares, Rebuild Hope, Hire Heroes USA, USA Together, Our Forgotten Warriors, Project HIRED and VeteransPlus.

Since 1994, the IAA Donation Division has provided non-profit organizations with complete donation processing services – a key differentiator in the marketplace that creates a hassle-free and streamlined approach for participants – and has fueled tremendous results. In 2009, IAA assisted more than 100 designated charities throughout North America with their donation processing services. Charities find that using IAA reduces their administrative costs and assists them in putting more money to work on their stated mission.

"By partnering with One Car One Difference™, we can generate more public awareness of this issue and help secure more funding for our services. This will ultimately enable us to assist even more individuals."

For more information regarding how to participate and donate your vehicle, please visit www.1CAR1DIFFERENCE.com or call **877-557-1CAR**.

About Insurance Auto Auctions, Inc.

Insurance Auto Auctions, Inc. (IAA), a wholly owned subsidiary of KAR Auction Services, Inc. (NYSE: KAR), provides the advantage in salvage auto auctions with its Hybrid Auction Model combining live and live-online auctions, North America's broadest salvage auction facility footprint, a strong global buyer base and high vehicle returns. IAA's more than 155 facilities across the United States and Canada provide vehicle suppliers and buyers with powerful solutions to process and acquire total-loss, recovered-theft, fleet lease, donation and rental vehicles. The IAA Hybrid Auction Model, including live, live-online, and proxy bidding, united with their mature global buyer base and diverse inventory produce some of the industry's highest returns for vehicle providers. With 28 years in the industry, IAA holds a comprehensive warehouse of salvage auction data. For more information regarding IAA visit our website at www.iaai.com.

About Yellow Ribbon Coalition

The Yellow Ribbon Coalition is an organization devoted to improve the quality of life of Service Members, Veterans, and their families by providing unparalleled solutions that focus on financial security, wellness, employment, education and caring for others. The Yellow Ribbon Coalition mission is to be the primary resource that our nations heroes and their families seek first when pursuing their economic goals. More than creating financial solutions, the program adds a unique capability of enabling partners to demonstrate their commitment and concern for America's Active Duty Personnel, Veterans and their families. For more information regarding the Yellow Ribbon Coalition, please visit www.yellowribbonvehicles.org.

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