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Contact: Cynthia Cates
Phone: 916.231.6360
Email: cynthia@servnetauctions.com

Auction Adds New Accounts, Additional Sale, More Acreage in 1st Quarter '08
Brasher's Sacramento Auction Tops Western Region for AmeriCredit



RIO LINDA, California – Brasher's Sacramento Auto Auction has been named AmeriCredit's Auction of Excellence in the West Coast Region for the first quarter of 2008. Brasher's Sacramento Auto Auction is AmeriCredit's newest auction in the West, and held its premier sale for the remarketer in January of '08.

"We are thrilled to be named AmeriCredit's Auction of Excellence," said auction president John Brasher. "AmeriCredit is a great addition to our sale-day lineup, one that has generated a great deal of excitement and activity in the auction lanes, and we've worked hard to back that up with superior service before and after the sale. To emerge from our first quarter selling for AmeriCredit as the leader in the West Coast Region is gratifying to all of us who have worked so hard on their behalf, and is indicative of the level of service AmeriCredit can expect from us going forward."

AmeriCredit's Auction of Excellence program recognizes the top-performing auction in each region. To qualify, an auction must sell at least 1,000 AmeriCredit vehicles per year (or 250 per quarter). In addition to quality customer service and high recovery rates, AmeriCredit representatives assess each auction's performance in a variety of categories: organization of sale, quality of vehicle reconditioning, dealer turnout and average recovery rate. They also evaluate pre-sale services such as vehicle transportation and condition reports.



Brasher's Sacramento A/A Tops Western Region for AmeriCredit. (l to r): John Carter of Americredit; Tom LeBeau & Steve Miller, account coordinators at Brasher's Sacramento Auction; Brent Smedly Brasher's Fleet/Lease Manager.

The first quarter of 2008 has been an active one for the Northern California market and a busy one for Brasher's Sacramento Auto Auction. In addition to AmeriCredit, Brasher's has recently welcomed several new national accounts, and is now selling bi-weekly for CitiFinancial Auto and Capital One, which join Wachovia, Ford Credit, Hertz, RSA, Enterprise, PHH, Freelance, Volvo, ARI and numerous other institutional sellers. To accommodate the increased volume, the auction recently added a Monday sale to its weekly schedule, and expanded its consignment parking and storage with an additional 7 acres. With the new storage area, Brasher's Sacramento Auto Auction encompasses a total of 110 acres.

The new Monday sale at Brasher's Sacramento Auto Auction, which starts at 2 pm, offers between 300 and 400 bank repos and rental repurchase units. "Both our buyers and sellers have been very enthusiastic about our Monday sale," said Brasher. "It's a great way to showcase repo and rental units, and we've had excellent attendance both in the lanes and on-line."

Brasher's Sacramento Auto Auction holds two consignment sales every week: on Monday at 2 pm, and on Tuesday at 8:45 am. In addition, the auction hosts a Ford Factory sale every other Thursday, a Chrysler factory sale once a month on scheduled Wednesdays, and a monthly GSA sale on scheduled Fridays. The auction is a member of ServNet, a premier group of independent auto auctions from across the United States. Brasher's Sacramento Auto Auction also played a central role in founding the Auction Pipeline, where customers may view detailed condition reports, market report information and participate in online sales.

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