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## Immediate Release

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March 15, 2016

### **Auction Edge Announces New Auction Management System Brand and Strategy**

Auction Edge has announced the rebranding of its recently acquired auction management system from Auto Auction Solutions. Automated Auto Auction System will be rebranded as EDGE AuctionOS. The EDGE AuctionOS brand sits nicely alongside Auction Edge's other products including EDGE ASI, EDGE Pipeline, EDGE Lookout and EDGE Simulcast.

EDGE AuctionOS was acquired in Q4 of 2015. Since then, Auction Edge has added 6 new auctions—bringing the total to 86—which are now also EDGE Pipeline, EDGE Simulcast and EDGE Lookout customers. "EDGE AuctionOS has been well received in the market and provides a wonderful option for auction owners looking for an alternative operating system for their auctions," said Auction Edge President Scott Finkle. Auction Edge is home to the industry's two dominant auction management systems including EDGE ASI which powers 103 of the nation's largest auctions. All told, Auction Edge provides auction management systems to 189 auctions across the US and Canada.

"EDGE AuctionOS is ideal for dealer consignment auctions that are looking for a modern auction management system at a competitive price", said Dan Diedrich, Auction Edge Executive Vice President. Auction Edge's goal is to enhance EDGE AuctionOS so it can handle the requirements of a diverse set of customers. EDGE AuctionOS, however, is not intended to replace EDGE ASI. Diedrich continues, "there are many auctions that are committed to the IBM Power System (formally known as AS/400) platform and for those auctions, Auction Edge is

committed to the continued development of the EDGE ASI product. EDGE AuctionOS is an alternative for those auctions looking for a PC-based platform.”

Auction Edge is the industry’s leading provider of technology and related services to nearly 230 independent and public auctions across North America. Auction Edge offers a complete set of technology products to run an auction, including auction management systems, an online marketplace, auction websites, and advanced simulcast technology including Edge Single Clerk.

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If you'd like more information about EDGE AuctionOS™... or to schedule an interview with Scott Finkle, CEO please e-mail Daisy Ngugi at [daisyn@auctionedge.com](mailto:daisyn@auctionedge.com)