



NEWS RELEASE

IRONPLANET ACQUIRES ASSET APPRAISAL SERVICES

PLEASANTON, Calif. (Feb. 26, 2013) - IronPlanet® (www.ironplanet.com), a leading online marketplace for used heavy equipment, announced today that it has acquired Asset Appraisal Services (AAS), an inspection, appraisal and online auction services company serving customers across the used capital equipment markets, with a key focus on the commercial truck sector.

"We are very excited to incorporate Asset Appraisal Services, a trusted name in truck remarketing, as part of the IronPlanet marketplace," said Greg Owens, CEO of IronPlanet. "Their expertise in inspections will further enhance IronPlanet's exclusive IronClad Assurance® and inspection services capabilities, while their deep experience and relationships in the truck market will strengthen our expansion in this growing sector of our business."

Headquartered in Omaha, Nebraska with a team of field inspectors across North America, AAS has successfully developed a range of creative remarketing offerings for its customers, including auction services for the industry's leading truck manufacturers. The company will operate as a wholly owned subsidiary of IronPlanet and continue to use the respected Asset Appraisal Services name.

"I am excited that Asset Appraisal Services has joined IronPlanet, the pioneer of online equipment auctions," said Michael Cox, president and founder of AAS. "With IronPlanet, AAS will be able to reach new customers through its global marketplace, while continuing to deliver the quality service our customers have come to count on through the years."

About Asset Appraisal Services

Asset Appraisal Services (www.assetappraisalservices.com) has provided inspections on used commercial equipment since 1999. Since then, AAS has expanded, offering appraisals, legal testimony, online auction services, and custom-fit, cutting edge integrated remarketing systems to our growing customer base across the U.S. and Canada.

About IronPlanet

IronPlanet is a leading online marketplace for used heavy equipment. Our sellers achieve more profitable sales through low transaction costs and better price realization through a global audience of buyers. Our guaranteed inspection reports and exclusive IronClad Assurance® enable buyers to bid with a high degree of confidence. IronPlanet is backed by Accel Partners, Kleiner Perkins Caufield and Byers, Caterpillar, Komatsu and Volvo. For more information, visit www.ironplanet.com.

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Contact: Jim Taylor, McRae, 404-917-0698, jtaylor@mcrac.com