



For Immediate Release  
April 3, 2007

Auction Direct USA is beginning its national expansion with the May 1 opening of its second dealership located at 6823 Mt. Zion Boulevard in Morrow, Georgia, seven miles south of Atlanta's Hartsfield International Airport in Clayton County.

Auction Direct USA a used vehicle superstore, will have over 400 vehicles in inventory at the Morrow dealership and plans on employing 75 people.

After visiting 20 cities across the United States, Auction Direct USA decided to make Atlanta the first location for its national expansion. John Iannone, Auction Direct USA Chief Executive Officer said "We are extremely excited about entering the Atlanta market: the diverse and continually growing population of the Atlanta area made coming to Atlanta a priority for us. We feel the people of Atlanta will enthusiastically and wholeheartedly enjoy the way Auction Direct USA sells used vehicles." Auction Direct USA Chief Operating Officer Todd Hoagey stated, "We are very pleased with the way the Atlanta community has welcomed and embraced us. The turnout at our Atlanta job fair yielded a wealth of talent for our Morrow dealership."

**About Auction Direct USA**

Founded in 2005, Auction Direct USA a national used vehicle retailer headquartered in Rochester, New York, is committed to revolutionizing and legitimizing the used car business. Guided by principles of trust and open information exchange, Auction Direct USA provides a truly unique and satisfying used car buying experience.

Auction Direct USA's unique customer proposition includes a three day, 500 mile money back guarantee and no hassle every day best pricing, along with an attentive sales approach in an exciting auto auction atmosphere.

For more information, please visit [AuctionDirectUSA.com](http://AuctionDirectUSA.com)  
Contact: Michael Guerrein 1-585-742-8000 x 130

Auction Direct USA | 6520 State Route 96 | Victor NY 14564 | Phone: 585 742-8000 | Call Toll Free: 866 703-0600 | Fax: 585 742-1411  
**Store Hours:** Monday-Thursday 9:00am-9:00pm | Friday-Saturday 9:00am-6:00pm | Sunday 12 noon-5:00pm