## Press Release



## For Immediate Release

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## CHRISTIE'S INTERNATIONAL APPOINTS LEVINA LI AS BUSINESS DEVELOPMENT DIRECTOR, ASIA

New York – Christie's International, the world's leading art business, announced today the appointment of Levina Li as Vice-President, Director of Business Development for Asia. In this role, Ms. Li will oversee daily business development activities for the region, including identifying and developing new relationships, partnerships and alliances and refining private client development strategies for Christie's in the region. She will be based in Hong Kong and will report to Su-Mei Thompson, Senior Vice President, Director of Strategic Business Development, Christie's Asia.

"I am delighted to welcome Levina to Christie's," said Ms. Thompson. "She is an innovative and highly motivated individual with a decade of experience in strategic business development, marketing and brand management, as well as direct sales in the media and luxury goods sectors in Asia. As we build on our success in Asia, Levina's knowledge of the market and her existing relationships with tastemakers and thought leaders will serve us and our clients well."

Ms. Li joins Christie's from the Financial Times where she has been Partnership & Alliances Director, Asia Pacific, since 2003 with particular responsibility for advertising sales into the paper's How To Spend It lifestyle supplement. In this role, she helped to develop a luxury strategy for the Financial Times and managed promotional campaigns and events targeted towards high-net-worth individuals in the region, working with a range of blue-chip brands and private banks. She was also primarily responsible for conceiving and executing the FT's inaugural Business of Luxury Summit in Shanghai in 2005.

Previously, Ms. Li was Marketing & Communications Director, Asia Pacific at Lanvin. From 1997 to 2001, she was a Director and Vice President at Turner Entertainment Networks and prior to this, she was Asia Regional Director for Elite Model Management.

Ms. Li earned her Bachelor of Science degree in business administration from Pepperdine University in 1993. She also completed an advanced training program at INSEAD.

Ms. Li is a member of the Asia Society, the Women In Media Exco Committee, and the Pepperdine University Alumni Association in Hong Kong. She has also been involved with numerous charitable causes, including the Society For Aids Care Fundraising Committee, Care for Children Fundraising Committee, Operation Smile, Cancer Fund, and Opera Hong Kong Fundraising Committee.

## About Christie's

Christie's is the world's leading art business with global auction sales in 2006 that totaled £2.51 billion / \$4.67 billion. This 36% increase over 2005 marks the highest total in company and in art auction history. Christie's is a name and place that speaks of extraordinary art, unparalleled service, and international glamour. Founded in 1766 by James Christie, Christie's conducted the greatest auctions of the 18th, 19th and 20th centuries, and today remains a popular showcase for the unique and the beautiful. Christie's offers over 600 sales annually in over 80 categories, including all areas of fine and decorative arts, jewelry, photographs, collectibles, wine, cars and more. Prices range from \$200 to over \$80 million. Christie's has 85 offices in 43 countries and 14 salerooms around the world including London, New York, Los Angeles, Paris, Geneva, Milan, Amsterdam, Tel Aviv, Dubai and Hong Kong. Most recently, Christie's has led the market with expanded initiatives in emerging markets such as China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Dubai, Mumbai and Russia. Christie's also offers its clients worldwide access to its sales through Christie's LIVE, its unique, real-time online bidding service.

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