

For Immediate Release

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Contact:	Rik Pike	1.212.636.2680	rpike@christies.com
	Christina Freyberg	44.20.7752.3120	cfreyberg@christies.com
	Dick Lee	852.29.78.99.19	dlee@christies.com

ON ITS ONE YEAR ANNIVERSARY, CHRISTIE'S LIVE™ CONTINUES ITS RAPID EXPANSION ACROSS CHRISTIE'S GLOBAL SALEROOM NETWORK, DRIVING VALUE AND REGISTRATION ACTIVITY

- **Combined Winning Bids And Direct Under-Bidding Drives US\$78.1 Million In Value**
- **Entire Global Network To Be LIVE™ By End Of 2007**
- **Year-On-Year Bidder Registration Growth In *House Sales* Category Up 75%**

New York/London/Hong Kong – Christie's LIVE™, the innovative real-time, multi-media auction feature from the world's leading art business, celebrates one year of operations today. During the first year, US\$25.1 million has been sold online in 377 sales, with over 28,600 online bids accepted. The combined value of winning bids and direct underbidding online stands at US\$78.1 million.

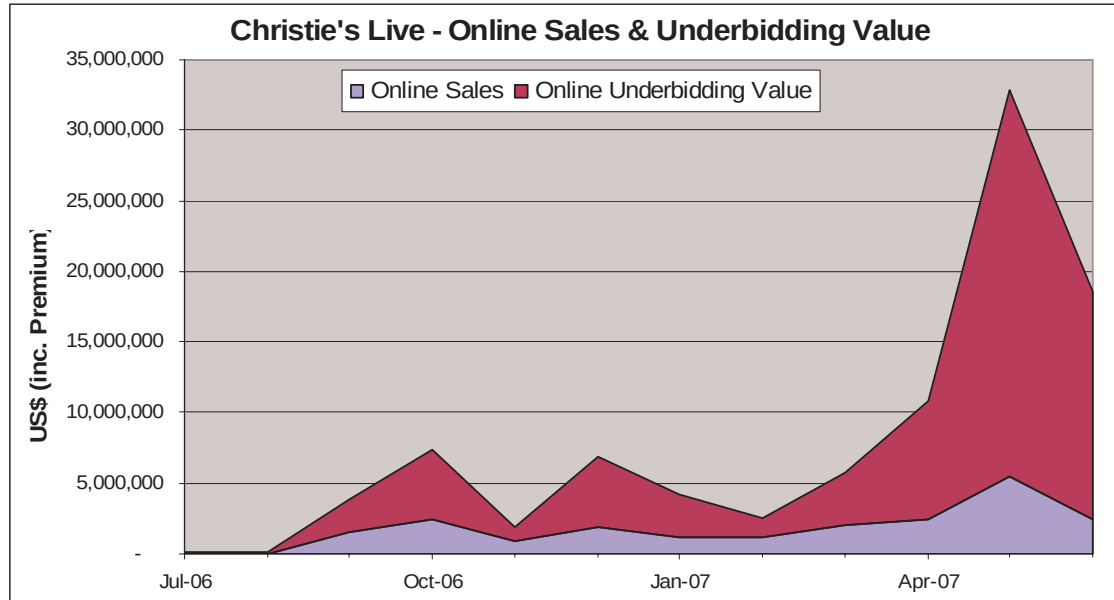
In the sales that have offered Christie's LIVE™, 11% of clients have utilized the feature to register and bid, and in the New York *House Sales* category, LIVE™ has encouraged a 75% increase in bidder registration during its first full year. All major Christie's sale sites are now online, and this Autumn the final auction rooms to join will include Los Angeles, Dubai, Madrid and Milan.

Andy Foster, Christie's International Director of Operations and Christie's Americas Chief Operating Officer, says: "Christie's LIVE™ has been a phenomenal success. With a seamless technology that has delighted both our clients and colleagues across the globe, we have been hugely encouraged by the positive feedback we have received from all quarters.

"The Christie's LIVE™ experience has driven highly favorable return rates for new and existing clients. Not only do clients repeatedly register with Christie's LIVE™, but they go

on to successfully buy online in large numbers – and where LIVE™ has been operational for the full twelve month period, bidder registration has substantially increased.

“With LIVE™ users regularly willing to bid at levels in excess of US\$100,000, it allows our clients to participate across all price points, and with such wide acceptance, we look forward to completing the full integration of LIVE™ across our entire sales network by the end of 2007.”



Christie's LIVE™: A One-Year Report

A Great Place To Buy and Sell:

- On July 12 2006, Christie's LIVE™ was launched at a Christie's New York *House Sale*. On June 20/21 2007, Christie's LIVE™ was utilized in its eleventh New York *House Sale*. A comparison of LIVE™ activity illustrates its deepening client penetration:

	<u>July 12, 2006</u>	<u>June 20/21, 2007</u>
% registrants utilizing LIVE	1.5	23.7
LIVE bids accepted	61	1048
% lots with LIVE bids	2.2	34.1
Total LIVE sales (US\$)	18,360	256,470
% sold or directly underbid online	2.4	31.7
Lots Sold to LIVE bidders	11	152

- During the first twelve months of regular LIVE™ use in New York *House Sales*, held monthly, bidder registration for the category has grown 75%, illustrating the potential of the feature to markedly increase market exposure across all sale categories.
- A favorably high proportion of registered clients buy online - over 52% of LIVE™ registrants place online bids and 28% are successful buyers.
- High return rates for both new and existing clients - 65% of LIVE™ clients return to take part in more than one sale online. Further, 15% of LIVE™ clients are brand new to Christie's.

Geographical Notes:

- European usage - After the U.S. (57%) and U.K. (17%), the Italians come in a remarkable third (3.5%), followed by the Dutch (2.8%).
- During the LIVE™ introduction to Asia this May, there was a particularly good uptake for Watches (9% sold or directly underbid online) and Chinese Contemporary Art (7.3% sold or directly underbid online).
- Expanding markets - Indian buyers are active in their collecting areas, particularly Contemporary Indian & South East Asian Art, and the Chinese were active in Hong Kong in May.

Bidding Levels:

- While there has been continuous heavy bidding at base levels throughout the year, there has been a developing interest in higher valued lots, notably in Contemporary Art, Design and Russian categories. Wine has been a particularly strong online performer across all price levels.
- The highest underbid: US\$2.6 million in the Hong Kong *Imperial Sale* this May for a pair of magnificent *famille rose* 'peach' bowls from the Yongzheng period.
- The highest winning bid: US\$408,000 for *La Terre* by Syed Haider Raza, a contemporary Indian painting, sold in September during Christie's New York's Asia Week sales.

An Encouraging Early Test:

- The three-day *Star Trek* sale in early October provided the first large-capacity test of the feature, with over 540 clients from 19 countries registered online pre-sale. 288 lots of

the 1000-lot sale were purchased online for a total of US\$1.12 million. Of the 543 clients registered online, 89% were new to Christie's, and together placed over 4,300 bids on 97% of the sale.

Developing Client Confidence:

- With the ongoing success of the feature, LIVE™ registration times have been shortened from the original 48 hour period. Moving into the Autumn 2007 season, 60% of sales now only require morning-of registration, with the remainder of sales requiring 24-hour advance registration.

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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