## Press Release



For Immediate Release September 21, 2007

Contact: Victoria Cheung 852.2978.9919 vcheung@christies.com

## CHRISTIE'S INTERNATIONAL APPOINTS SASHIM PARMANAND AS REGIONAL DIRECTOR FOR STRATEGY AND BUSINESS ANALYSIS, ASIA

Hong Kong – Christie's International, the world's leading art business, announced the appointment of Sashim Parmanand as Vice-President, Director for Strategy and Business Analysis, Asia. In this role, Ms. Parmanand will manage the strategic planning and business analysis division of Christie's operations in Asia. She will be based in Hong Kong and report to Su-Mei Thompson, Senior Vice President, Director of Strategic Business Development, Asia.

"I am delighted to welcome Sashim to Christie's," said Ms. Thompson. "She is an analytical thinker and a dynamic manager with strong international experience and a proven ability to identify business development opportunities, devise strategic sales and marketing plans, and build operational infrastructures that facilitate strong business growth. She also has significant experience of working with local offices in all the key markets of Asia, which will be very valuable as we look to build on our success across the region."

Ms. Parmanand joins Christie's from Turner Entertainment Networks Asia, Inc. A nine year veteran at Turner, she started her career in 1998 in Brand Management before joining the Cartoon Network Enterprises division in 1999, rising quickly from Regional Account Executive to Regional Sales and Promotions Manager to Regional Business Development Manager to Director for Cartoon Network Enterprises, Asia Pacific, in 2005. During her tenure, she was responsible for developing strategic plans for, and building, Cartoon Network's licensing business across Asia, including launching music programs and video games across Asia, creating Cartoonival, Cartoon Network's first live ticketed show, and negotiating the deal for Cartoon Network theme parks in India, and Cartoon Network's consumer products, on-line shopping and collectibles businesses throughout the Asia Pacific region.

Ms. Parmanand is a graduate of Pepperdine University and holds degrees in Biology and Psychology.

## **About Christie's**

Christie's is the world's leading art business with global auction sales in 2006 that totalled £2.51 billion / \$4.67 billion. Worldwide sales for the first half of 2007 totalled £1.63 billion / \$3.25 billion, an increase of 32% by £ and 45% by \$ from the same period last year and highest half year sales ever in art market 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, jewellery, 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 LIVETM, its unique, real-time online bidding service.

###

Images available on request

Visit Christie's website at www.christies.com

