



For Immediate Release

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FOREVER TO HOLD ITS SECOND SALE IN BEIJING

Forever International Auction Company Limited (Forever) is delighted to announce that it will hold its second sale using Christie's name on 18 October 2006 at the Great Wall Sheraton Hotel in Beijing. This follows on the success of its first groundbreaking sale in Beijing last November.

The sales of *Fine Modern & Contemporary Chinese Paintings & Calligraphy*, *Fine Contemporary Chinese Paintings*, and the *Collection of Chinese Paintings & Calligraphy of Ceng Jing Tang* will feature over 480 works and are expected to realize in excess of RMB72 million/US\$9 million. Pre-sale exhibitions will be held in two major cities in China: Shanghai (10-11 October) and Beijing (16-17 October).

Taking the centre-stage is *Landscape Inspired by Dufu's Poetic Sentiments* by Fu Baoshi (1904-1965) (Estimate: RMB10 million-12 million/ US\$1.25 million-1.5 million). A rare offering, it is an iconic work of Fu painted during his Jingangpo Period amid the Second World War.

Forever's inaugural sale on 3 November 2005 was a resounding success and achieved a total of RMB97 million/US\$12.1 million.

"Positive responses from art collectors as witnessed from our inaugural sale clearly demonstrated the strong market for Chinese paintings," said Ms. An Li Ping, Executive Director of Forever. "We are confident that our upcoming sale will set another benchmark."

"By continuing to apply Christie's auction practices, professionalism and international standards, Forever's ability to tap into this fast growing market in China has been taken into a new level," she said.

Forever, based in Beijing, was incorporated in 2005. Its founders recognize the strength and size of the Chinese art auction market and aim to make Forever one of the leading fine art auction houses in China.

"Christie's, supporting Forever's vision and mission, has licensed its name to Forever in the sale," said Edward Dolman, Chief Executive Officer, Christie's International. "We are very pleased with the fast development and growth of Forever."

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“Christie’s agreement with Forever in Beijing continues our proactive strategy of developing our business in the emerging markets as well as more established markets,” he said. “I am confident that Forever’s forthcoming October sale will be another great success and will confirm the importance of establishing a strong presence in this high growth market.”

Christie’s is the world’s leading fine art auction house as well as international leaders in the Asian Art category. Christie’s is the first international auction house to have established a representative office in China in April 1994 in Shanghai, and Christie’s Beijing representative office was inaugurated in April 1996.

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More information on lots and sale can be found on www.artron.net/yongle/
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