

CHRISTIE'S

For Immediate Release

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CHRISTIE'S LAUNCHES A NEW ERA OF AUCTIONEERING WITH DEBUT OF CHRISTIE'S LIVE™ IN DUBAI

International Modern & Contemporary Art: 31 October at 6.30pm

Contemporary Jewels & Watches: 1 November 2007 at 6.30pm

Dubai- Signaling a new conduit for art and jewellery enthusiasts in the Middle East, Christie's, the world's leading auction house will introduce a real-time multi-media auction service, Christie's LIVE™ in Dubai. This new offering qualifies Christie's as the first international auction house in the Middle East to offer art, jewellery and watches through live online auctions.

Ahead of its autumn sales in Dubai on 31 October and 1 November – set to focus the spotlight on an array of the world's most rare jewellery and museum-quality art -- Christie's LIVE™ will enable collectors and interested parties around the Middle East and the world to enjoy the look, sound and feel of Christie's auctions from their personal computer, as well as participate in them.

Since its launch on July 12, 2006, Christie's LIVE™ has sold \$25.1 million in 37 sales, with more than 28,600 online bids accepted. The combined value of winning bids and direct underbidding online stands at \$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.

The top Christie's LIVE™ lot sold to date is *La Terre* by Syed Haider Raza, a contemporary Indian painting that realized \$408,000/£220,500 on 20 September 2006 during Christie's New York's prestigious Asia Week sales.

Jussi Pylkkänen, President, Middle East, said, "Christie's LIVE™ is an exciting new strategy for Christie's growing global client base, and reaffirms our tradition of providing new avenues of customer service in the truly global market for arts, antiques and collectibles and encouraging the next generation of enthusiasts and collectors."

“The seamless technology of Christie's LIVE™ combines real-time video and audio with clear bidding instructions, enabling users in Dubai and around the Middle East to 'virtually' attend auctions at Christie's salerooms across the globe,” added Michael Jeha, Managing Director, Middle East.

Images available on request

Visit Christie's on the Web at www.christies.com

Christie's Live™

Bid Live in Christie's salerooms worldwide

What is Christie's Live?

Christie's Live™ is an online bidding service. It allows you to bid in selected Christie's auctions from your own computer. As the auction takes place you can watch a live video of the auctioneer and hear the bidding in the saleroom.

How do I get started?

Create an account at christies.com/christieslive and then follow the four simple steps to register.

Will I need to download software?

You will need to download quick, easy-to-use software which will provide further instructions.

Which sales are available for online bidding?

Many sales are available for online bidding. There is a complete calendar of Christie's Live™ sales at christies.com/christieslive.

Which salerooms conduct Christie's Live™ auctions?

You can use Christie's Live™ to participate in select auctions in Amsterdam, Dubai, Geneva, London King Street, London South Kensington and New York. Please check christies.com/christieslive for a full listing.

Do I need to register in advance for each auction?

Yes. You will only need to create an account once, but you will need to register separately for each auction.

Is there any fee for this service?

There is no fee for this service

Are you charging a different buyer's premium to the online bidder?

No. The same buyers' premium applies to all bidders wherever they are and however they bid – in person, on the phone or on the internet.

If I have further questions, is there a number that I can call?

For general enquiries, please call: **US:** +1 212 468 7110

UK: +44 (0) 207 840 1400

For technical support, please call: **US:** +1 877 641 7704

UK: +44 (0) 860 882 0638

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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, 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 Middle East, 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.