

For Immediate Release

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**CHRISTIE'S INTERNATIONAL LAUNCHES OPTIMIZED
MOBILE EXPERIENCE FOR ALL MOBILE PHONES**

**NEXT-GENERATION MOBILE EXPERIENCE EXPANDS REACH OF
CHRISTIE'S ORIGINAL APP FOR iPhone TO INCLUDE ALL
OPERATING PLATFORMS AND DEVICES, INCLUDING ANDROID,
BLACKBERRY, PALM, NOKIA, MOTOROLA, SAMSUNG, AND MORE**



Hong Kong/London/New York - As the next step in the continuing expansion of its online and mobile access strategy, Christie's International, the world's leading art business, is pleased to announce the global launch of Christie's Mobile Web, an optimized mobile experience that is free to all users of web-enabled cell phones and personal digital assistants (PDAs), regardless of the device's operating platform. The move builds on the July 2009 launch of Christie's free app for the iPhone and iPod touch to now include the full universe of mobile devices and operating platforms, including the best-selling Android, Blackberry, Palm, Nokia, Motorola, Samsung, LG, and other popular models.

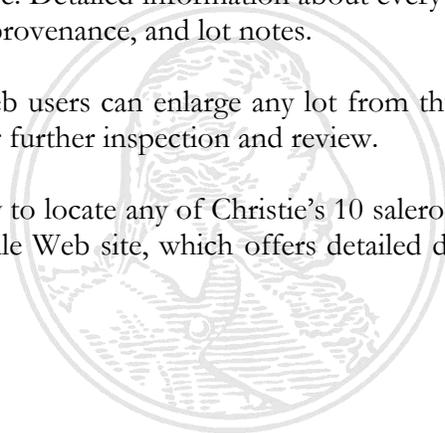
"The launch of this expanded offering exponentially increases the number of people who can stay connected to their favorite Christie's content, no matter where they might be. We recognize that our clients are increasingly mobile and rely on their portable devices more than ever to browse Christie's digital sales catalogues, track sales results, and submit items for appraisal. As a key component of Christie's broader "on the go" content distribution strategy, our platform-independent mobile experience is a key differentiator for our company and places us at the forefront of innovation in our industry," said Michael O'Neal, Senior Vice President and Director of Digital Media at Christie's.

Christie's Mobile Web is a comprehensive experience that delivers the company's online content and services seamlessly to all mobile devices worldwide. To access it, type www.christies.com into the web browser on any HTML-enabled mobile phone – no downloading or app purchase is required. Users will find the most popular Christie's content and services reproduced and optimized for mobile access, so that clients and visitors may enjoy virtually the same online experience whether they access the site from their laptop, mobile phone, or PDA. This advancement is a further step in Christie's comprehensive "On the Go" strategy for providing best-in-class service to clients, no matter where they may be and what type of device they prefer.

With Christie's Mobile Web experience, mobile phone users can:



- **Browse any Christie's auction, anywhere in the world with a mobile phone:** Search by category, location, or area of interest. For collectors, art dealers, and interior designers, Christie's Mobile Web makes it even easier to pull up images and information about artworks, antiques, and other collectibles and share them with a client or friend, right on the spot.
- **Get Real-time Auction Results:** The Mobile Web site reports results direct from the saleroom and refreshes the sales total as it progresses, so that users have the latest news at their fingertips, as soon as the hammer falls.
- **View Sale Catalogues and Lot Details:** Mobile Web users always have the latest sales catalogue at their fingertips, with detailed information about all 80 collecting categories that Christie's represents, including fine and decorative arts and design, jewellery, antiquities, furniture, books, watches, wine, musical instruments, and more. Detailed information about every individual lot is accessible, including dimensions, estimates, provenance, and lot notes.
- **Zoom-In on Lots of Interest:** Mobile Web users can enlarge any lot from thumbnail to full-screen size on their mobile phone screen, for further inspection and review.
- **Find A Salesroom:** When traveling, it's easy to locate any of Christie's 10 salerooms and offices around the globe with the help of the Mobile Web site, which offers detailed directions by car and public transit.



- **Submit Images for Appraisal:** Take a picture of an object with your mobile phone or PDA and submit it to our department specialists for a property valuation.
- **Learn How to Buy or Sell at Auction:** Mobile Web users can use Christie's online guides to learn how to buy and sell at auction, learn the history of Christie's auction house, and easily find contact info for each specialist department.

As with Christie's free app for the iPhone and iPod touch, the Mobile Web application was developed in partnership with Kargo, a leading independent mobile media and technology partner that specializes in producing breakthrough entertainment and information applications. To date, the Christie's app for iPhone and iPod touch has been downloaded by over 33,000 users from all corners of the globe.

Harry Kargman, founder and CEO of Kargo said, "In a platform-splintered world, leading-edge brands like Christie's are now making their digital content available across a variety of devices and channels. We are pleased to again work with Christie's in harnessing the power of the mobile consumer by assisting in the development of a client experience that is unmatched in the global auction market."

Christie's Mobile Web site can be accessed by typing in www.christies.com on any device with a mobile browser. The Christie's mobile app for the iPhone and iPod touch remains available for free download in the Apple app store.

About Christie's

Christie's, the world's leading art business had global auction and private sales in 2009 that totaled £2.1 billion/\$3.3 billion. Christie's is a name and place that speaks of extraordinary art, unparalleled service and expertise, as well as 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 450 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 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai and Hong Kong. More recently, Christie's has led the market with expanded initiatives in emerging and new markets such as Russia, China, India and the United Arab Emirates, with successful sales and exhibitions in Beijing, Mumbai and Dubai. *All auction sales figures include premium.

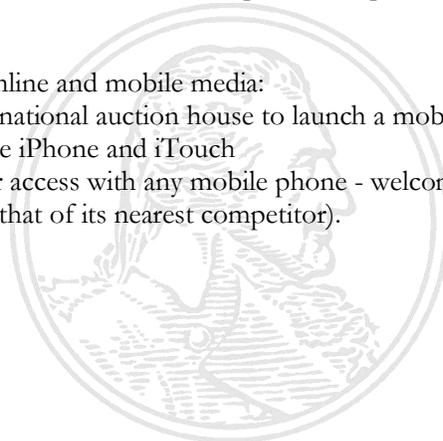
About Kargo

Kargo is a leading independent mobile media and technology company that has produced breakthrough entertainment and information applications since 2003. With offices in New York and Toronto, Kargo's team of industry veterans brings extensive experience in Mobile Internet, Mobile WebApps and wireless technology to provide customized mobile solutions for brands, media companies and publishers.

Note to editors:

Christie's remains at the forefront of innovation in online and mobile media:

- In July 2009, Christie's became the first international auction house to launch a mobile application with the announcement of its free app for the iPhone and iPod touch
- Christie's main web site – now optimized for access with any mobile phone - welcomes 705,000 unique visitors per month on average (twice that of its nearest competitor).



- Christie's remains the only international auction house to offer real-time, online bidding in all of its sale categories worldwide through Christie's LIVE™, its online bidding application first launched in 2007.
- In 2009, 30% of all bids and 14% of all winning bids came in through online channels. Winning bidders participating online increased by 40% on 2008. In 2009, \$68.4 million (£43.5 million) was bid online including premium and Christie's LIVE™ generated 49,343 accepted bids for the year.
- Visit www.christies.com/on-the-go for information about all of Christie's online customer service innovations, including our online communities on Facebook, Twitter, and YouTube, the Art of Living content module, podcasts, RSS feeds, and our free calendar widget.

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Images available on request

