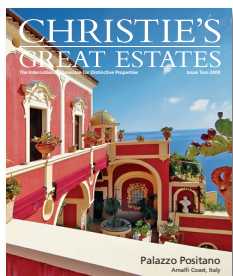


# CHRISTIE'S GREAT ESTATES

## 2010 Programs and Services

Global exposure to a qualified audience of prospective homebuyers is invaluable when successfully marketing distinctive properties. Christie's Great Estates is a wholly owned subsidiary of Christie's, the world's leading art business, a name that connotes excellence and is trusted by discerning buyers and sellers worldwide. Christie's Great Estates provides proprietary programs and services designed to associate this powerful brand with your important property for unmatched global exposure.



### Christie's Great Estates magazine:

Published four times a year, Christie's Great Estates magazine is mailed to a strategically targeted list of the world's wealthiest potential homebuyers. The magazine's readership comprises approximately 280,000 of the world's most influential people and includes international entrepreneurs, business executives, celebrities, and other affluent individuals. In addition to being sold at upscale newsstands

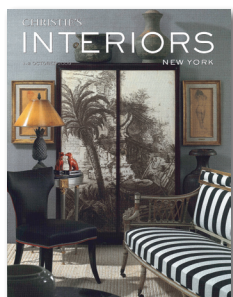
and bookstores throughout the world, the magazine is distributed at important Christie's auctions in such cities as Hong Kong, Dubai, London, and New York, and is made available in first-class and private airport lounges.

A digital version of the magazine is available on [www.christiesgreatestates.com](http://www.christiesgreatestates.com).



### Worldwide brochure distribution:

Christie's Great Estates elegant property brochures showcase your home with full-color photography and detailed descriptions. Many of the 900 offices of brokerage firms affiliated with the Christie's Great Estates global network display these property brochures in an inviting presentation. The 10 salerooms and 69 offices of Christie's also participate in the program, which spans 32 countries around the world.



### Christie's publications and saleroom video displays:

Properties enrolled in the Christie's Great Estates marketing program are prominently displayed at Christie's illustrious salerooms and auction sites worldwide. Video presentations, property display galleries, interactive media exhibits, and features in auction catalogs offer art collectors and connoisseurs a preview of the exceptional properties offered for sale through the affiliates of Christie's Great Estates.



### Christie's Great Estates Web site:

Millions of people each year visit [www.christiesgreatestates.com](http://www.christiesgreatestates.com), which is available in eight languages. The site [www.alexia.com](http://www.alexia.com) ranks the Christie's Great Estates Web site first in percentage of international visitors searching sites dedicated to

distinctive properties, guaranteeing this a highly effective international platform for presenting real estate. Properties advertised on the site receive a quality treatment with detailed descriptions and photography.



### Complimentary Banner Advertising Program:

Real estate advertised under the Christie's brand commands the attention of millions of international readers.

The Complimentary Banner Advertising Program is the value-added program offered in conjunction with Christie's Great Estates magazine. Pages purchased at the special rate of \$3,400 receive an ad unit in select international publications at little or no cost.