

Press Release

**FOR IMMEDIATE RELEASE  
FEBRUARY 3, 2010**

**CHRISTIE'S**

Press Contacts Noted at Bottom of Release

FOR COMPLETE LIVE/SILENT AUCTION INFORMATION: [www.ABidtoSavetheEarth.org](http://www.ABidtoSavetheEarth.org)

**CHRISTIE'S ANNOUNCES THE 2010 INAUGURAL GREEN AUCTION  
TO BENEFIT THE ENVIRONMENT:  
"A BID TO SAVE THE EARTH"**

***PROCEEDS TO BENEFIT CONSERVATION INTERNATIONAL, OCEANA, NATURAL  
RESOURCES DEFENSE COUNCIL AND THE CENTRAL PARK CONSERVANCY***

***DEUTSCHE BANK'S ASSET MANAGEMENT DIVISION TO BE LEAD SPONSOR***

**NBCU's 'Green is Universal' is the Official Media Partner  
Mobilizing Numerous On-air, Online Properties and Talent  
To Drive Awareness Throughout Earth Week**

**London/New York/Hong Kong** – February 3, 2010 -- Christie's International, the world's leading art business, announces "A Bid to Save the Earth" Green Auction. This first-of-its-kind charity auction will take place on April 22, 2010 to coincide with the 40<sup>th</sup> anniversary of Earth Day. The Evening Sale event will be held at Christie's, Rockefeller Center, New York and be carried live globally via Christie's LIVE™ on [www.christies.com](http://www.christies.com). Proceeds from the sale will be divided among four leading not-for-profit environmental organizations: Conservation International, Oceana, Natural Resources Defense Council and the Central Park Conservancy. All four beneficiary organizations are 4-Star rated by CharityNavigator.org, its highest rating for not-for-profit organizations. The four participating not-for-profits have programming and supporters across 150 countries and all 7 continents.

Christie's is partnering with Charitybuzz, the leading destination for online charity benefit auctions, to present a companion silent auction which will be hosted at [www.ABidtoSavetheEarth.org](http://www.ABidtoSavetheEarth.org). Christie's will waive all fees and commissions for the auction. Native Energy, [www.nativeenergy.com](http://www.nativeenergy.com), a leader in carbon offsetting, will provide carbon offsets for the entire Green Auction. NBC Universal, as part of its ongoing environmental initiative, "Green is Universal," will serve as the official media partner for the event. Advertising firm MMB, as Christie's branding partner, created "A Bid to Save the Earth" as the unifying theme for this worthwhile and groundbreaking initiative.

*"We are inspired and honored to convene top members of the philanthropic, environmental, business and cultural communities to benefit the environment,"* said Edward Dolman, CEO of Christie's. *"We are equally pleased to present a stellar evening auction and to partner with NBC Universal in telling this exciting story with Charitybuzz in building such a compelling silent auction; and of course our four charity partners, who will do what they do best with the proceeds: advocate for the environment."*

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The Evening Sale will be a star-studded event with top celebrities serving on the Green Auction Host Committee that includes: Leonardo DiCaprio, Harrison Ford, Tobey Maguire, François-Henri Pinault, Salma Hayek, Bob Fisher, Candice Bergen, Ed Norton, Evelyn Lauder, Alec Baldwin, Zaha Hadid, Brooke Shields, and Matt Lauer.

*“It is becoming increasingly clear that our wellbeing as individuals and as a global society hinges on nature. With pressure mounting on our shared home, Earth, innovative fundraising strategies are more important than ever. This particular initiative will use the knowledge and resources of a world class auction house to raise much needed funds which will go directly towards the maintenance and protection of the ecosystems, habitats and species that are the framework of a healthy planet where all people can prosper”* said Peter Seligmann, CEO and Board Chairman of Conservation International.

During its annual “Earth Week” of environmentally themed coverage, NBCU will use its vast portfolio of both on-air and online media assets to raise “green awareness,” promoting environmental messages and “A Bid to Save the Earth” campaign’s call to action. A wide array of talent will participate throughout the week across NBCU brands including Bravo, USA Network, Oxygen, TODAY Show, Access Hollywood, MSNBC, CNBC, iVillage and local media.

*“We are proud to be the media partner for such a worthy cause,”* said Lauren Zalaznick, President of NBC Universal’s Women & Lifestyle Entertainment Networks, who oversees ‘Green is Universal.’ *“Our core mission is to raise awareness and activate consumers to positively impact the environment. On the 40<sup>th</sup> anniversary of Earth Day, it couldn’t be a better time to mobilize the NBCU assets to provide maximum exposure, and help drive support for these environmental organizations.”*

Top collectors on the Host Committee include a who’s-who of philanthropists, artists, environmentalists, and media from all over the world. Christie’s is serving as the global catalyst in bringing all of these vibrant communities together to benefit one end: the environment. Luminaries such as: Susan and David Rockefeller, Jr., David de Rothschild, Anna and Graydon Carter, Brian Williams, Caryn and Jeff Zucker, and Kelly and Ron Meyer are just a few of the dignitaries who will be participating in this unprecedented event.

*“We are pleased to be part of this extraordinary partnership that is bringing together some of the world’s most well-respected environmental groups,”* said Frances Beinecke, president of the Natural Resources Defense Council. *“By working together, we strengthen the chorus of voices advancing a sustainable vision for our planet and our future.”*

The live auction will include major works from artists including Keith Tyson, Maya Lin, Subodh Gupta, and Olafur Eliasson. Other lots will include coveted celebrity experiences, upscale eco-vacations and exquisite jewelry. Hugh Jackman, Christina Aguilera, and Candice Bergen are just a few of the talented stars offering VIP experiences, with additional luxury items secured daily.

Christie’s Green Auction will set a new standard in cooperation between commercial and not-for-profit organizations. Christie’s is in a unique position to serve as a bridge between the past and the future by linking these many spheres of influence in a revolutionary way.

*“The Central Park Conservancy is thrilled to join this initiative that allows us to highlight our unique model of public/private partnerships and helps us continue to invest in our efforts to green this urban landscape. The attention and money raised will not only go toward enhancing one of the world’s greatest parks and one of New York City’s most vital resources, but will enable us to continue to set the standard for management of green spaces in urban areas everywhere,”* said Douglas Blonsky, President of Central Park Conservancy.

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In addition to bidding in the Green Auction, the public is invited to make a symbolic bid for the environment leading up to Earth Day this April 22<sup>nd</sup>. Simply visit [www.ABidtoSavetheEarth.org](http://www.ABidtoSavetheEarth.org) and select from one of four areas in order to participate in this Call-To Action: **Donate**, **Volunteer**, **Educate** or **Green** your routine. Guests travelling to New York are encouraged to visit: [www.nativeenergy.com](http://www.nativeenergy.com) to arrange for carbon offsets for their travel to the Green Auction, in the hopes of making the auction as carbon neutral as possible.

*“Oceana is proud and honored to join Christie’s as part of the Green Auction. It is going to be a groundbreaking, important and impactful event. The funds we raise will help us to win more victories on behalf of the world’s oceans all over the world. Shining such a bright spotlight on the need to save our oceans will help to save them by getting more people informed and, ultimately, involved.”* -- Andrew F. Sharpless, CEO of Oceana.

*“Deutsche Bank Climate Change Advisors is honored to be the lead sponsor for the inaugural Green Auction. As a global leader in climate change investment and research, we have long recognized the business imperative of addressing environmental issues. This event is an unprecedented collaboration between commercial and not-for-profit organizations and we look forward to making a lasting contribution to business involvement in finding solutions to the climate change problem.”* -- Kevin Parker, Global Head of Deutsche Asset Management (DeAM) and member of Deutsche Bank’s Group Executive Committee.

The Christie’s Green Auction companion silent auction will use online bidding powered by Charitybuzz, launching at [www.ABidtoSavetheEarth.org](http://www.ABidtoSavetheEarth.org) on April 8, and run through May 6. The silent auction will facilitate global participation like Christie’s LIVE, and carry more moderately priced lots.

Lots for the sale on silent auction will include celebrity packages such as spending a day with Hugh Jackman on the set of his movie “Reel Steel”, VIP tickets to a Christina Aguilera concert, a Californification set visit with David Duchovny, falconry lessons with Bobby Kennedy, and lunch with a major television star.

*“We anticipate The Green Auction to be a momentous achievement in fundraising to save the earth, and we are excited to help Christie’s reach thousands of online bidders through Charitybuzz.”* said Copy Holzman, CEO of Charitybuzz.

Barneys New York partnered with sustainable fashion brand Loomstate to create a series of 100% certified organic cotton T-shirts inspired by the NBC peacock feathers. Priced at \$40.00 in honor of the 40<sup>th</sup> anniversary of Earth Day, the T-shirt will be available for sale at [www.barneys.com](http://www.barneys.com) and [www.loomstate.org](http://www.loomstate.org) beginning in April and a percentage of all proceeds will benefit the environment via the four not-for-profits in the Green Auction.

Those interested in donating major works of art or sponsoring this charitable cause may contact: Toby Usnik at [tusnik@christies.com](mailto:tusnik@christies.com) or Cathy Elkies at [celkies@christies.com](mailto:celkies@christies.com).

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*Images available on request*

*Visit Christie’s on the web at [www.christies.com](http://www.christies.com)*

#### 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

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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, jewelry, photographs, collectibles, wine, and more. Prices range from \$200 to over \$80 million. Christie's has 53 offices in 30 countries and 10 salesrooms around the world including 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. For more information, please visit [www.christies.com](http://www.christies.com).

#### About Conservation International

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature for the well-being of humanity. With headquarters in the greater Washington, D.C. area, CI works in more than 40 countries on four continents. For more information about CI, please visit [www.conservation.org](http://www.conservation.org).

#### About Natural Resources Defense Council

The Natural Resources Defense Council is a national, non-profit organization of scientists, lawyers and environmental specialists dedicated to protecting public health and the environment. Founded in 1970, NRDC has 1.3 million members and online activists, served from offices in New York, Washington, Chicago, Los Angeles, San Francisco and Beijing. For more information about NRDC, please visit [www.nrdc.org](http://www.nrdc.org).

#### About Oceana

Oceana campaigns to protect and restore the world's oceans. Our teams of marine scientists, economists, lawyers and advocates win specific and concrete policy changes to reduce pollution and to prevent the irreversible collapse of fish populations, marine mammals and other sea life. Global in scope and dedicated to conservation, Oceana has campaigners based in North America, Europe and South and Central America. More than 300,000 members and e-activists in over 150 countries have already joined Oceana. For more information about Oceana, please visit [www.Oceana.org](http://www.Oceana.org).

#### About Central Park Conservancy

The Central Park Conservancy's mission is to restore, manage, and preserve Central Park, in partnership with the public, for the enjoyment of present and future generations. The Central Park Conservancy is a private, not-for-profit organization founded in 1980 that manages Central Park under a contract with the New York City Department of Parks & Recreation. Thanks to the generosity of many individuals, corporations, foundations, and the City of New York, the Conservancy has invested more than \$500 million to date into the Park, making it a model for urban parks worldwide. The Conservancy provides more than 85% of Central Park's annual \$25 million operating budget and is responsible for all basic care of the Park. For more information, please visit [www.centralparknyc.org](http://www.centralparknyc.org).

#### About Charitybuzz

A leader in cause marketing, Charitybuzz ([www.charitybuzz.com](http://www.charitybuzz.com)) aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring the world's most coveted pop culture experiences, special events, luxury destinations, exquisite art, jewelry, fashion and sports memorabilia, Charitybuzz brings its online community of socially conscious bidders exclusive opportunities to make a difference. The company enables its bidders to truly do good and live well, generating millions of dollars for charities around the globe. To learn more, please visit [www.charitybuzz.com](http://www.charitybuzz.com) or email [info@charitybuzz.com](mailto:info@charitybuzz.com).

#### About Green is Universal

Launched in May 2007, "Green is Universal" is NBC Universal's ongoing green initiative dedicated to raising Green awareness, effecting positive change to the environment, and substantially greening its own operations. As part of this effort, NBCU is committed to producing environmentally conscious film and television; creating incentives for local communities to "go green," and educating both consumers and employees about sustainability and the environment. For more information, please visit [www.nbcuni.com](http://www.nbcuni.com)

#### About Deutsche Asset Management and DB Climate Change Advisors

With approximately \$695 billion in assets under management globally as of September 2009, Deutsche Bank's Asset Management division is one of the world's leading investment management organizations, not just in size, but in quality and breadth of investment products, performance and client service. The Asset Management division provides a broad range of investment management products across the risk/return spectrum.

DB Climate Change Advisors (DBCCA) is the climate change investment and research business of Deutsche Asset Management (DeAM). DeAM is one of the leading climate change investors in the world, with approximately \$6 billion under management as of September 2009. With a world-class in-house research team focusing on this theme, DBCCA is an investment industry thought-leader on a broad range of climate change dynamics.

[www.dbcca.com](http://www.dbcca.com)

#### About Barneys New York

Barneys New York is a luxury retailer synonymous with the most intriguing and stylish names in fashion. The Company operates flagship stores in New York City, Beverly Hills, Chicago, Boston, Dallas, San Francisco, Las Vegas and Scottsdale. In addition, the Company operates two regional stores, 19 Barneys New York CO-OP stores and 13 outlet stores. Stores are also operated in Japan under a licensing arrangement. [Barneys.com](http://Barneys.com) now brings the essence of the Barneys brand to the web shopping experience.

#### About NativeEnergy

NativeEnergy is a climate solutions pioneer and recognized leader in the US carbon market, offering services that reduce carbon emissions to fight global warming. NativeEnergy uses its distinctive "help build" model to support the construction of new carbon reduction projects. By helping finance construction of Native American, family farm, and community-based clean technology projects, our customers help communities in need of building sustainable economies. For more information, please visit [www.nativeenergy.com](http://www.nativeenergy.com).

#### About MMB

MMB is one of the leading independent agencies in the US (\$600 million in billings) with primary headquarters in Boston and a service office in NYC. We work with a short list of premier companies and our specialty is creating compelling brand positions and sales-driven creative solutions across all mediums. MMB has also created a children's brand, Noah Wild, designed to empower kids to make a difference in the wild, wild world. Proceeds from the sales of Noah Wild products go to 5 nonprofits dedicated to protecting animals and animal habitats - learn more at [www.noahwild.com](http://www.noahwild.com). Leading clients of MMB include Subway, ESPN, Carrabba's Italian Grill, StarKist, Harvard Business School, New Era Caps, Axis 1 Golf. For more information about MMB, please visit [www.mmb580.com](http://www.mmb580.com).

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