

CHRISTIE'S ANNOUNCES LAUNCH OF 2012 "BID TO SAVE THE EARTH" ONLINE AUCTION, MARCH 29

*ONLINE Lots to be available from March 29 through April 19 via bidtosavetheearth.charitybuzz.com
Proceeds to benefit four of the world's leading environmental organizations*

New York/London/Hong Kong – March 29, 2012 – Christie's International, the world's leading art business, is pleased to announce the online launch of the **Third Annual Green Auction: BID to Save the Earth** on March 29, 2012, with hundreds of *once-in-a-lifetime* packages spanning the realms of fashion, travel, sport, design, art, entertainment and more. The highly anticipated online auction, powered by **Charitybuzz**, will be open through April 19, 2012, with the total amount raised to be revealed on Earth Day, April 22. Proceeds will benefit four of the world's leading environmental nonprofits – *Oceana*, *Conservation International (CI)*, *Central Park Conservancy (CPC)*, and *Natural Resources Defense Council (NRDC)* – specifically for water conservation projects central to each organization.

"Charitybuzz is proud to be a long-time partner of Christie's Green Auction, one of the nation's most unique and collaborative environmental efforts," said Coppy Holzman, Charitybuzz CEO and Founder. "The Charitybuzz online auction adds a level of international accessibility to the star-studded affair, so that anyone, anywhere, can contribute to the cause. The glamorous luxury experiences being offered this year only add to the excitement."

Christie's Green Auction has seen an insurmountable level of support from philanthropists, celebrities, environmentalists, and industry leaders who have donated a range of exclusive packages and experiences to drive the bidding – including *a pair of house seats to Book of Mormon*, an *afternoon of shopping with Simon Doonan*, an *internship with DKNY*, a *stay in the Presidential Suite at the JW Marriott Marquis Dubai* and more.

Highlights of Christie's 2012 Green Auction online auction include:

- Enjoy an afternoon of shopping with **Simon Doonan**, including \$2500 to spend at Barney's and lunch at Fred's
- Spend a day with **President Bill Clinton**
- A private lesson in high fashion posing, photo movement and runway walk from **Coco Rocha**
- Three nights in the presidential suite at the **JW Marriott Marquis Dubai** or the **JW Marriot Hotel Shanghai**
- A **Girard-Perregaux** watch, custom designed for the Green Auction
- 13-Day **Safari Adventure in Kenya** staying in some of the most stunning locations in East Africa
- Exclusive 8-Day **Himalayan Adventure for four**
- A five-night private retreat at Six Senses Zighy Bay in Oman, worth \$75,000
- An intimate dining experience with **Adrian Grenier** and **Peter Glazer**
- Meet **James Taylor** with two VIP tickets and backstage access to his Atlantic City concert this summer
- **Cameron Diaz** recording your outgoing voicemail message
- A private, insider's tour of the **Empire State Building** for 12 guests
- Tickets to the premiere of *Rock of Ages*, starring **Tom Cruise**, **Alec Baldwin**, **Julianne Hough** and more
- A 1989 Fender American Vintage '62 Reissue Stratocaster Guitar, signed by **Pearl Jam**
- Courtside tickets to the **U.S. Open Tennis Championship** Game in NYC
- Mercedes-Benz **Fashion Week** tickets for September 2012
- Five nights in a Hill Villa Suite for two at **Soneva Kiri** by Six Senses, Thailand
- Two tickets to the world premiere of **Men in Black III** this May in NYC

- Meet **Michael Franti, Lady Antebellum** or **Alison Kraus** with VIP tickets and backstage access to upcoming performances
- A one-week **paid internship** in Global Marketing & Communications at DKNY
- Escape to Paradise with 6 Nights in a 4-Bedroom Villa and Spa Treatments at the **Viceroy Hotel & Resort, Anguilla**
- A day with the **Editors at O Magazine**
- A tour with a **Central Park historian** and lunch for four at the Boathouse Restaurant
- A stunning, one-of-a-kind handmade **brooch by C. Greene Jewelry** crafted in 18K yellow gold, with 7.2ct pave set rays of Brown, Champagne and White Diamonds
- **Four nights in Laguna Beach** at a private beachfront home, courtesy of Wolf Worster Associates
- A personal stylist session at **Lanvin's** New York Boutique, complete with dress, bag and shoes
- Artwork from **artists Peter Lik, Bunta Inoue, David Foxx, Simon Cardwell and Stuart McLachlan, Christopher Pulitzer Leidy, Gail Tobias, Elizabeth Laul Healey** and more
- Plus hundreds of additional lots available to peruse at bidtosavetheearth.charitybuzz.com

"In its two years, Christie's Green Auction has raised nearly \$5 million for its four environmental beneficiaries," said Toby Usnik, International Head of Corporate Communications, at Christie's. "We're inspired by the generous support from all our contributors on behalf of the environment and grateful for the exciting lineup of lots year after year."

In order to make the Green Auction as "green-clusive" as possible, the online auction will carry the majority of the celebrity and once-in-a-lifetime experiences. Christie's will also host an exclusive live Green Auction gala on April 11, 2012, with generous support from JW Marriott. The private, carbon neutral affair will bring together environmentalists, collectors, philanthropists and celebrities to enjoy an incredible evening of entertainment, cocktails courtesy of Grey Goose Vodka, and LIVE fantasy auction presented by Christie's featuring lots such as an *International Alain Ducasse-inspired culinary tour* (CPC); *Opportunity to dive in the Cook Islands with renowned oceanographer Sylvia Earle and Scientist Greg Stone* (CI); *2013 Tribeca FILM FESTIVAL Extravaganza* (NRDC); and the *Ultimate Sailing & Diving Excursion During a Week Aboard the HEMISPHERE* (Oceana).

Co-chairs of the Green Auction include **Anna & Graydon Carter, James R. Hedges IV, Salma Hayek & François-Henri Pinault**, and **Susan & David Rockefeller**, and the honorary host committee includes more than 100 notable New York luminaries. **Grace Potter**, who is set to release a new album this summer, will entertain guests with a live musical performance.

In addition to the live and online auction items, Christie's Green Auction co-chair Susan Rockefeller, known for her commitment to protecting the world's oceans, has created two limited-edition necklaces that will be sold exclusively for the Green Auction online at BidtoSavetheEarth.org and at the live event for \$100 per piece. The design is inspired by the mythical mermaid – the first featuring a whimsical spinning globe charm and the second a chic dog tag. Each piece is accented with a Swarovski crystal and engraved with .007, signifying the percentage of available fresh water on earth.

The public is also invited to contribute to the cause via a \$10.00 donation by texting "GREEN" to 80888. **

For additional information, please visit BidtoSavetheEarth.org. Details on how to bid online can be found at bidtosavetheearth.charitybuzz.com. **Please note that the Green Auction is a private and invite-only event.** For media inquiries, please contact Rebecca Janoff, 917.351.8685, rjanoff@hs-pr.com; Toby Usnik, 212.636.2680, tusnik@christies.com; Katelyn Norris, 212.636.2673, knorris@christies.com; Glenda Felden, 646.998.6177, gluft@charitybuzz.com.

**A one - time donation of \$10.00 will be added to your mobile phone bill or deducted from your prepaid balance. Message and Data Rates May Apply. All charges are billed by and payable to your mobile service provider. Service is available on Verizon Wireless, AT&T, Sprint, and T-Mobile. All purchases must be authorized by account holder. By participating you certify that you are 18 yrs or older and/or have parental permission.



Donations are collected for the benefit of Christie's Green Auction: BID to Save the Earth by Innogive Foundation and subject to the terms found at igfn.org/t. Privacy policy: igfn.org/p. *Text STOP to 80888 to stop; Text HELP to 80888 for help.*

About Christie's Green Auction

Christie's International, the world's leading art business, will host the third annual **Green Auction: BID to Save the Earth**, on April 11, 2012 at Christie's, Rockefeller Center, with generous support from JW Marriott. A world-class companion auction powered by charitybuzz will run online from March 29 to April 19. The Green Auction is a borderless collaboration of individuals, organizations, and businesses who are engaged, in spirit and action, in the protection and conservation of the environment. Initiated in 2010 by Christie's, the star-studded affair has raised millions in proceeds for four of the world's leading environmental nonprofits – Oceana, Conservation International (CI), Central Park Conservancy (CPC), and Natural Resources Defense Council (NRDC). This year's efforts will specifically to benefit a water-conservation project central to each organization. For additional information, please visit www.BidToSaveTheEarth.org.

About Christie's

Christie's, the world's leading art business had global auction and private sales in the first half of 2011 that totaled £2.0 billion/\$3.2 billion. In 2010 it achieved global auction and private sales of £3.3 billion/\$5.0 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 \$100 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

*Estimates do not include buyer's premium. Sales totals are hammer price plus buyer's premium and do not reflect costs, financing fees or application of buyer's or seller's credits.

About NRDC

The Natural Resources Defense Council (NRDC) is an international nonprofit environmental organization that works to protect people, the places they live and the natural resources we all depend on. Since 1970, our lawyers, scientists, and other environmental specialists, with the support of our 1.3 million members and online activists, have worked to create and enforce the bedrock environmental laws that have made our air, water and land cleaner and healthier for communities across the world. NRDC has offices in New York City, Washington, D.C., Los Angeles, San Francisco, Chicago, Livingston, Montana, and Beijing. Visit us at www.nrdc.org

About CPC

The Central Park Conservancy's mission is to restore, manage, and enhance Central Park, in partnership with the public, for the enjoyment of present and future generations. The 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, and foundations, and the City of New York, the Conservancy has invested more than \$550 million to date in the Park, making it a model for urban parks worldwide. The Conservancy raises more than 85 percent of Central Park's annual \$42 million annual park-wide expense budget and is responsible for all basic care of the park. www.centralparknyc.org

About Conservation International

Building upon a strong foundation of science, partnership and field demonstration, CI empowers societies to responsibly and sustainably care for nature, our global biodiversity, for the long term well-being of people. Founded in 1987 and marking its 25th anniversary in 2012, CI has headquarters in the Washington DC area, and 900 employees working in nearly 30 countries on four continents, plus 1,000+ partners around the world. For more information, please visit at www.conservation.org, or on Facebook or Twitter.

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 500,000 members and e-activists in over 150 countries have already joined Oceana. For more information, please visit www.oceana.org.

About Charitybuzz

A leader in cause marketing, charitybuzz aligns nonprofits with international brands and celebrity icons to raise funds through innovative online auctions. Featuring pop culture experiences, VIP events, luxury travel, fine art, couture fashion, coveted internships, upscale merchandise and more, charitybuzz brings its online community of socially conscious bidders exclusive opportunities to make a difference. Since launching, charitybuzz has raised more than \$60 million for charities around the globe. To learn more, please visit www.charitybuzz.com, fan us on facebook at www.facebook.com/charitybuzz or follow us on twitter at www.twitter.com/charitybuzz.

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