

For Immediate Release

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PER HOLMBERG JOINS CHRISTIE'S INTERNATIONAL AS HEAD OF WINE SALES FOR THE AMERICAS



New York – Christie's International, a global leader in the world of fine and rare wines, is pleased to announce Per Holmberg has been appointed to lead its New York Wine Department as Vice President, Head of Department. In this capacity, Mr. Holmberg will work closely with the auction house's team of wine specialists to lead the continued growth and development of Christie's wine sales throughout North and South America.

A recognized wine expert with over 15 years in the industry, Mr. Holmberg is returning to Christie's, where he spent the early part of his career as a wine specialist. During his tenure at Christie's from 2000 to 2004, he worked on several of the company's most celebrated wine auctions, including *The Extraordinary Private Cellar of Doris Duke*, which totaled \$3.75 million and *The Magnificent Private Cellar of Lenoir M. Josey*, which fetched \$3.3 million total.

Most recently, Mr. Holmberg served as Vice President of East Coast Operations for Benchmark Wine Group, a Napa Valley-based provider of wines for premier wine retailers, restaurants and collectors. He has previously held senior positions at the Wine Cellarage, where he built the storage firm's rare wine acquisitions and sales program, and at Vinfolio, where he created and ran their wine appraisal and purchasing team and led wine sales for the eastern region of the U.S.

"We are delighted to welcome our friend and colleague Per Holmberg back into the fold at Christie's," said Guillaume Guédé, Christie's International Business Director for Wine. *"As Head of Department for Christie's New York, he brings a diverse set of skills honed through his broad exposure to all segments of the global wine industry. With his deep knowledge and passion for collectible wines and his keen understanding of both the retail and auction markets for wine, Per will be a great asset for us as we continue to explore exciting new channels for growth."*

Per Holmberg joins an experienced, high-profile team of wine specialists based around the globe, including David Elswood, International Director, Charles Curtis, MW, Head of Wine Sales for Asia, Chris Munro, Head of Wine for Christie's London, Michael Ganne, Head of Sale for Christie's Geneva, and Oliver Wiseman, Head of Sale for Christie's Paris.

Summer/Early Fall Calendar – Fine & Rare Wines at Christie's		
26 June	Vins Fins	Christie's Paris
6 September	Fine & Rare Wines	Christie's London
8 September	Fine & Rare Wines	Christie's Hong Kong
20 & 21 September	Fine & Rare Wines	Christie's New York

Christie's Wine Auctions – A Tradition Since 1766

Wine auctions at Christie's started in 1766 when James Christie wielded the gavel, and since then there has been a long and glorious history of selling fine and rare wines. For over 240 years, Christie's - the world's leading auction house – has been offering the finest and rarest wines for trade buyers and private collectors. Our trusted team of specialists offers unparalleled experience and understanding of the market, enabling us to offer wines that fulfill stringent demands on quality, provenance and condition. Leading the wine auction world with over US\$90 million in sales in 2011, Christie's International Wine Department offers wine sales at ten locations spanning Europe and North America and Asia.

About Christie's

Christie's, the world's leading art business, had global auction and private sales in 2011 that totaled £3.6 billion/\$5.7 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 has since conducted the greatest and most celebrated auctions through the centuries providing a popular showcase for the unique and the beautiful. Christie's offers over 450 auctions 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 also has a long and successful history conducting private sales for its clients in all categories, with emphasis on Post-War and Contemporary, Impressionist and Modern, Old Masters and Jewellery. Private sales totaled £502 million / \$808.6m in 2011, an increase of 44% on the previous year.

Christie's has a global presence with 53 offices in 32 countries and 10 salerooms around the world including in London, New York, Paris, Geneva, Milan, Amsterdam, Dubai, Zürich, and Hong Kong. More recently, Christie's has led the market with expanded initiatives in growth 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.*

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