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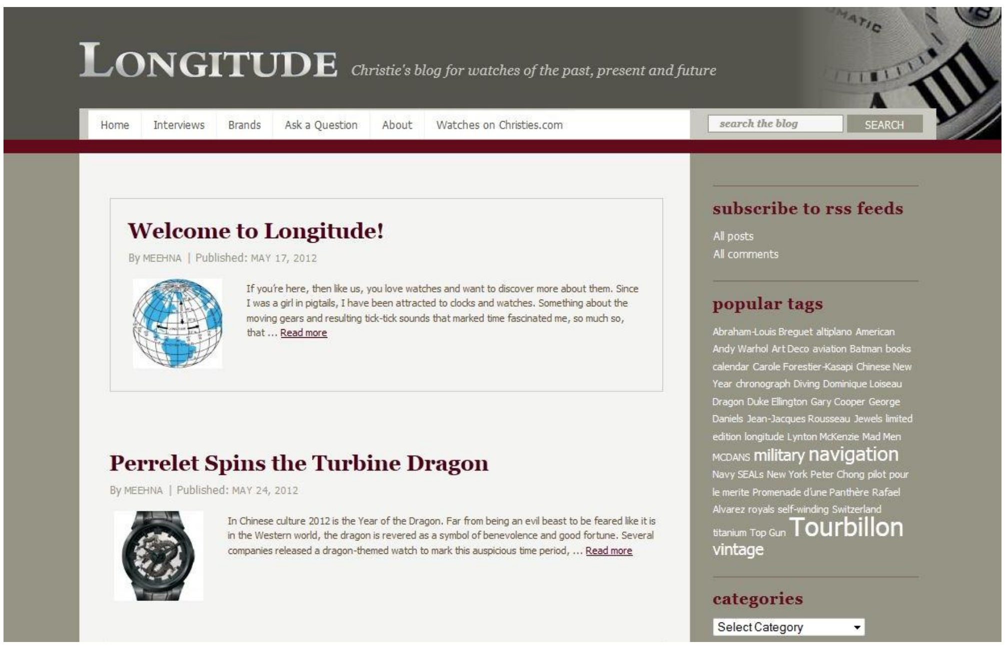
CHRISTIE'S LAUNCHES "LONGITUDE": A COLLECTOR'S ONLINE GUIDE TO THE FASCINATING WORLD OF FINE AND RARE WATCHES



Screenshot of Christie's new watch blog "Longitude"
blogs.christies.com/longitude

New York – As collector demand for fine and rare timepieces continues to reach new heights globally, Christie's International is pleased to announce the launch of a new blog devoted specifically to the interests of watch collectors and aficionados throughout the world. "Longitude" delves into current news and trends in watch collecting and offers a fresh take on a wide range of topics, from design and mechanics to technological advances and aesthetic innovations. As an insider's guide to the auction market for fine and rare timepieces, the blog will also recap major sale results and share insights on rare finds, record prices, and buying trends in the global market.

A team of knowledgeable writers will update the blog daily, led by Meehna Goldsmith, a luxury timepiece consultant who helps match clients with the perfect watch and who is a popular speaker at watch and jewelry industry events. Other contributors include Martin Green, Eric Ku, Mike Mellia, Mark Todman and Kate Winick. Goldsmith's enthusiasm for all things horologic is infectious; she says she has been fascinated by watches and clocks since she was a "girl in pigtails." The site's URL is http://blogs.christies.com/longitude

"Longitude" launches just prior to Christie's major spring sales of *Important Watches* in Hong Kong on May 30 and in New York on June 13. Between the two sales, more than 800 of the world's finest and rarest timepieces will go on the auction block, including an array of vintage and modern complicated wristwatches, stunning high jewellery watches, and rare and historical pocket watches. The auction market worldwide for fine timepieces has been climbing steadily in recent years, driven by increased interest from both new and established collectors seeking top-quality watches with proven collectible value. In 2011, Christie's Watches department reported $115 million in sales, a 26% increase over the previous year and the highest annual total ever for watch sales at any auction house.

About Meehna Goldsmith

As a timepiece consultant and stylist, Goldsmith helps people choose, source and purchase the perfect timepiece. She is the author of dozens of articles for the world's leading watch magazines, in addition to writing her own blog, WatchMatchmaker.com. Her knowledge and expertise cover all aspects of timekeeping, from history and economics, to manufacturing and marketing. Luxury watch specialists have praised her writing as informative, insightful and entertaining.

CHRISTIE'S WATCHES

2012 SALE SCHEDULE

May 30	Important Watches • Hong Kong
June 13	Important Watches • New York
November 19	Important Watches • Geneva
November 28	Important Watches • Hong Kong
December 14	Important Watches • New York

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.

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