



PRESS RELEASE

Date: 10 November 2009

ATG MEDIA LAUNCHES HOMES AND BARGAINS LIVE AUCTIONS IN CONJUNCTION WITH BAYSWATER MEDIA GROUP

- A new dimension in lunchtime shopping
- Auctions in an hour at your desk
- Christmas shopping bonanza begins on 13 November

ATG Media, owners of the-saleroom.com and i-bidder.com, have teamed up with Bayswater Media Group (BMG) to offer time-constrained shoppers an efficient alternative to the lunchtime dash. Using their industry-leading, proprietary technology, ATG Media, the pioneers of online live auctioneering are launching the *Homes and Bargains* series of auctions in the run-up to Christmas. The first sale will take place on Friday 13 November at 12 noon.

Two auctions will be hosted on BMG's money-saving website for savvy homeowners, www.homesandbargains.co.uk, and will feature around 45 lots each. Items for sale range from candlesticks to cupboards, exquisite sleigh beds to elegant sculptures. The majority of lots are brand new and the catalogue can be viewed on the site prior to the sale. Users can also register their details in advance to prepare for the event.

The lunchtime auctions are designed for office workers and busy professionals who just don't have time to get to the shops in their lunch hour. Anyone looking for a bargain for their home and a break from their working day can take part in the auction while eating lunch at the same time.

In addition to the variety and quality of the items on offer, customers can be assured that the price you bid is the price you pay. There are no hidden costs, no extra premiums and delivery to any mainland UK address is included in the price.

Anne Somers, Chief Executive of ATG Media, commented:

"We are very excited by this development in the application of our online live bidding platform. The potential of live auctions opens up a whole new dimension for the retail industry. They are

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an efficient, smart, cost effective and user-friendly method of purchasing goods. We believe this technology will have a powerful impact on consumer behaviour and we are pleased to be partnering with BMG in this lunchtime series.”

Alison Cork, founder of Bayswater Media Group, added:

“Bayswater Media Group is delighted to be associated with ATG Media and its pioneering online auction platform. We are enormously excited by the prospect of lunchtime auctions, an idea turned into reality by the technology, expertise and support of the ATG Media team. This is a groundbreaking and efficient way for retailers to clear stock, and for the public to bag a fantastic bargain!”

- ENDS -

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Notes to editors:

ATG Media Ltd

ATG Media’s core business is the weekly publication of the Antiques Trade Gazette – essential reading for anyone involved in the art and antiques business. For nearly 40 years, the newspaper has been an integral part of the auction community, bringing together buyers and sellers of art and antiques. In 2006, ATG Media expanded its range of services in line with changing industry needs by launching an online service, the-saleroom.com, where bidders can view hundreds of catalogues and participate in live auctions using live audio and video links. This proprietary interactive platform designed exclusively by the team at ATG Media also powers a second site, i-bidder.com, an online auction site of non-antique items. ATG Media Ltd was created in October 2008 following a management buyout from DMGT.

Bayswater Media Group

Spanning print, online and mobile, Bayswater Media Group has established itself as a leading provider of information and advice for the homeowner. From where to get the best interiors bargains, to finding a reliable tradesperson, BMG has an unrivalled body of data and a unique distribution platform. BMG also

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offers bespoke and cost effective marketing solutions to retailers and tradespeople looking for more business.

BMG was founded by journalist and TV presenter Alison Cork, best known for her weekly property columns in the Daily Telegraph and Evening Standard, as well as for her appearances on programmes such as ITV's *Home In The Country* and *60 Minute Makeover*.

Since fronting *Home In The Country* in the late 1990's, she has built up an unrivalled expertise in property and interiors, authored five books on the subject, presented several TV series and written hundreds of magazine and newspaper articles. In 2000, Alison founded ProblemSolved, the UK's biggest online directory of publicly recommended tradespeople, and in 2004, Homes & Bargains, the online portal of luxury for less.

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