

BUSINESS SOARS AT ATG MEDIA AS CUSTOMERS FAVOUR ONLINE AUCTIONS

- Shift to internet auctions generates 174% increase in online sales -

ATG Media, the UK's leading provider of specialist information and services to the auction industry, saw business soar in 2009. Last year, the-saleroom.com alone recorded a 120 per cent year-on-year increase in bidder numbers and a rise in revenues of 55 per cent year-on-year. The company's second live bidding site, www.i-bidder.com, which auctions white goods, industrial equipment and plant machinery, recorded over ten times more bidders on the site and a remarkable 400 per cent jump in revenues. This strong increase in sales has been driven by a significant shift in appetite towards online auctions, from customers who recognise that combining traditional auctions with a live internet broadcast of the auction, represents the future of their industry.

Anne Somers, CEO of ATG Media comments: "We have always had a loyal following from the visitors to our site, but the sharp rise in the number of auctions taking place is due to the success and unique functionality of our online sites. This is driving a new breed of customers, who are going to stay with us for the long term.

"The-saleroom.com saw 717 live internet auctions take place in 2009, which is 49% more than the previous year and the total value of lots sold was £8.6 million, an increase of 87% on the previous year. I-bidder.com saw a 400% increase in online sales on the previous year, with £8.7 million recorded for 2009. We saw a 14% rise in auctioneers who used the-saleroom.com to publish their catalogue between 2008 and 2009. And we have already signed up 11 new customers in the first two months of 2010 alone which represents a 10% increase in our online auction customer base."



As well as securing new contracts, ATG Media has recently increased its headcount by 16% to 58, following a run of new hires. ATG Media's significant growth over the last year is a result of the repositioning of the strategy of the business combined with the strength of the UK SME sector. Potential investment opportunities in 2010 mean that the business is now scaling up by entering new markets and expanding its geographical presence.

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For more information, contact:

Corinna Osborne

Tel: +44 7825326440

Email: corinna@equitydynamics.co.uk

Notes to editors:

ATG Media Ltd

ATG Media is the UK's leading provider of online live and timed auction software to the auction industry. Since 1971 we have been bringing together bidders and auctioneers from around the world. Our progressive outlook has earned us a pre-eminent international position in the fast-developing world of on-line auctions. The latter is experiencing exponential growth with the value of lots sold on-line increasing by 87% year on year and the number of bidders increasing by 47% year on year.

www.atgmedia.com

atgmedia

115 Shaftesbury Avenue,
London WC2H 8AF

+ 44 (0)20 7420 6600
+ 44 (0)20 7420 6666

www.the-saleroom.com