



PRESS RELEASE

Drive away a unique work of art at the-saleroom.com - *The Ultimate Arsenal fans' Collectors Item for sale online via live auction*

London, 21 July 2009

On Wednesday 22 July, the UK's leading live online bidding site, the-saleroom.com, will host the auction of a most unusual item.

Amongst the catalogue from Dominic Winter of collectors' books, prints and maps, a Citroen C4 hatchback (lot 198) will be available for sale. Not usually categorised as a work of art, this particular Citroen has been transformed into the "The Ultimate Arsenal Fans' Car" by acclaimed satirical cartoonist, Gerald Scarfe. Inspired by Arsenal's colours, logo and distinctive emblem, Scarfe has painted a work of art all over the exterior of this 1.6 16V VTi five door car.

The car was originally raffled in aid of the Club's Charity of the Season, Teenage Cancer Trust, at the Club's final match of the season, on Sunday 24th May. The lucky winner's name was drawn by Gunner's Manager Arsene Wenger.

The unique lot has numerous additional features including DVD players, reverse parking sensors, red, blue and white Arsenal-themed leather interiors, and was kindly donated by Citroën, Arsenal Football Club's official car supplier. It was given the Gerald Scarfe treatment after meeting up with Arsenal players Gael Clichy, Robin van Persie and Manuel Almunia to discuss their ideas which Scarfe interpreted in his inimitable style.

Now Dominic Winter's auction house in South Cerney, Cirencester, Gloucestershire, has been asked to auction the car which has a provisional estimated price of £12000-15000. The sale can be accessed live on the-saleroom.com from 11am onwards giving Arsenal fans all over the world a chance to bid for this unique item.

Anne Somers, Chief Executive of ATG Media, owners of the-saleroom.com, commented:

"This is certainly one of the more unusual items to be auctioned through our site. But the sale of the Arsenal car in this way demonstrates the beauty and benefits of the-saleroom.com perfectly – the sale is simple to arrange for the auctioneer, the site is easy to use for the bidder, and the whole process is accessible to anyone all over the world from the comfort of their own homes. I really hope a true Arsenal fan picks up this exciting opportunity to drive away a unique work of art."

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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.

the-saleroom.com

the-saleroom.com provides a complete range of online services for buyers and sellers of art and antiques at auction, including the UK's leading facility for live online bidding. The site publishes a wide range of catalogues for upcoming sales, giving full details of the sale contents and highlighting star lots in each catalogue. The majority of catalogues are heavily illustrated. Using a market leading proprietary technology platform, the-saleroom.com dominates the UK market in LIVE online auctioneering, with over 110,000 regular bidders now using the site. the-saleroom.com is a wholly owned subsidiary of ATG Media.

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