

PRESS RELEASE

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A first for farm equipment auctions in Europe: Cheffins introduces live internet bidding at their monthly sales

Cheffins, who run the largest auctions of agricultural equipment in Europe, have teamed up with i-bidder.com to introduce internet bidding at their machinery auctions. From March onwards, buyers will be able to participate in Cheffins's monthly machinery sale from anywhere in the world.

A fully illustrated online catalogue for each auction will be available on i-bidder.com in advance of each sale. During the sales, internet bidders can hear and see the auction in real time. Online buyers will hear their bids being relayed directly to the auctioneer via i-bidder.com's live audio feed

Bill Pepper of Cheffins commented: "We're very excited about this new initiative. We attract buyers from around the World. Internet bidding will allow them to participate in the auction without having to travel thousands of miles. And i-bidder.com's interface gives internet bidders a real sense of the atmosphere of the auction, without being there in person. The introduction of internet bidding has been quite the logistical feat. We move from tractor to tractor when auctioning - setting up the equipment to webcast the sale was certainly a challenge!"

Richard Lewis of i-bidder.com commented: "i-bidder.com is Europe's leading portal for industrial and commercial auctions. In 2010, we hosted 506 live auctions and sold £10m online. We're delighted that Cheffins have chosen us. We're looking forward to the first webcast of their machinery sales on March 7, 2011"

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Notes to editors:

Cheffins

Founded in 1825 Cheffins is one of the oldest and best known firm of estate agents, chartered surveyors, auctioneers and valuers in the mid-Anglia region. A progressive and thriving partnership with a network of four offices in Ely, Newmarket, Saffron Walden and Haverhill as well as our new prestige flagship Headquarters in Cambridge.

Cheffins's Cambridge Machinery Sales

From humble beginnings dating back to the early 1940s, Cambridge Machinery Sales is now widely acclaimed as the largest machinery sale of its type in Europe and probably the world. Tractors and machinery offered for sale are consigned from private vendors, UK and overseas dealers, local authorities and national finance companies, who all appreciate the unique and professional service offered by one of the most experienced auction teams in the country.

The monthly sales are conducted at the purpose built 40 acre landscaped site at Sutton, near Ely in Cambridgeshire. The sales typically attract upwards of 3,000 lots including 500 plus agricultural tractors and 500 lots of construction equipment. Attracting international buyers and sellers, the auction plays a key role in the sale of used machinery and is regarded as the premier machinery sale with service and expertise to match.

ATG Media Ltd – owners of i-bidder.com

ATG Media is the European leader in online portals and live bidding for auctioneers. ATG Media has hosted over 11,000 auction catalogues and in excess of 3,600 live auctions online of which 1,900 took place in 2010.

In addition to i-bidder.com, ATG Media created the-saleroom.com, the key portal for art and antiques auctions which in 2010 hosted 3,162 catalogues and 1,208 live auctions and sold £20m online. ATG Media manages bidspotter.co.uk (the US's leading industrial auction site) and powers lot-tissimo.com (Germany's leading fine art and antique auction portal) and epai.hk (China's first online auction portal).

ATG Media has 40 years experience in bringing auctioneers and buyers together via the Antiques Trade Gazette - the bible of the art and antiques trade. The weekly Antiques Trade Gazette continues to thrive having experienced significant increases in advertising volumes and paid circulation in 2010.