



Sotheby's Imprint
The Art of Global Print Management

FOR IMMEDIATE RELEASE:

SOTHEBY'S IMPRINT ANNOUNCES NEW CLIENT WIN

*Sotheby's International Realty France - Monaco Enters Into
Exclusive Three-Year Contract with Sotheby's Imprint*

BOSTON December 18, 2012 Sotheby's Imprint (SI), an emerging leader in global print management, today announced that Sotheby's International Realty France - Monaco (SIRFM) has selected Sotheby's Imprint to provide design, print, and distribution solutions to more than 55 luxury real estate brokerages within the nationwide SIRFM network across the countries of France and Monaco. The agreement is an exclusive three-year contract.

SIRFM will employ the Sotheby's Imprint *Premier Platform*, a proprietary network of in-market print and distribution suppliers, equipment manufacturers, and consumable suppliers. The *Premier Platform* ensures corporate brand standards are met and guarantees consistency regardless of location.

SIRFM will also utilize the Sotheby's Imprint *Premier Platform Portal*; technology behind the application allows for customization of SIRFM-branded materials, including direct mail and collateral pieces. The portal is accessed in the user's native language offering personalized marketing capabilities that drive customer acquisition, retention, and referrals. The portal is currently available in multiple languages, including English, French, Spanish, and Chinese.

“The Sotheby’s Imprint *Premier Platform* will provide Sotheby’s International Realty France - Monaco with the highest quality of print and distribution solutions available, while maintaining global brand standards.” said Sotheby’s Imprint Executive Vice President Skip Dyer. “Our *Premier Platform* ensures consistency, expertise, and service, that remains unparalleled.”

“This agreement combines printing and distribution expertise, innovative technology, and global reach, allowing us to effectively communicate our unique offerings (ranging in price from approx. \$ 1 million to more than \$ 200 million) to the world whilst preserving our very elevated brand standards,” said Sotheby’s International Realty France - Monaco Chairman and CEO Alexander Kraft. “Sotheby’s International Realty France - Monaco is the market leader for the sale of high-end properties in Continental Europe and our new partnership with Sotheby’s Imprint is a natural match for us.”

About Sotheby’s Imprint:

Sotheby’s Imprint is an emerging leader in global print management solutions. The Boston-based company ensures brand uniformity with its *Premier Platform* of print and distribution suppliers, equipment manufacturers, and consumable suppliers. At its core, Sotheby’s Imprint expects to transform global print management while delivering unparalleled results. For more information, please visit sothebysimprint.com.

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