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**GOODING & COMPANY TO AUCTION FAMED TV PRODUCER  
GREG GARRISON'S UNIQUE FERRARI COLLECTION**

*2007 Pebble Beach Inaugural Saturday Auction  
Marks the First Public Unveiling of Garrison's Ferrari Collection*

SANTA MONICA, Calif. (May 2007) – Gooding & Company, the official auction house of the esteemed Pebble Beach Concours d'Elegance, announces it has consigned for sale the private Ferrari collection owned by the late television pioneer and producer Greg Garrison. As part of Gooding & Company's consignment portfolio for the Pebble Beach Auction, the Greg Garrison Ferrari collection will be auctioned on Saturday, August 18, 2007. This Saturday night auction will be a first in Gooding & Company's history at the Concours, and will provide classic car collectors a greater selection of cars of the same caliber traditionally offered at the Sunday evening auction.

"A true car aficionado, Garrison's meticulous private collection is as exciting as it is exclusive," said David Gooding, founder and president of the auction house. "What better way to kick-off our inaugural Saturday night auction than with these rare Ferraris that very few have ever seen."

Greg Garrison is best known for his work as the director of the *The Dean Martin Show* from 1965 to 1974. Having worked with stars such as Dean Martin, Jack Benny, Frank Sinatra, George Burns, Fred Astaire, Gene Kelly and Lucille Ball throughout his 40-year career, he was regarded as an insider among "rat pack" circles. His other credits included *The Milton Berle Show*, *The Kate Smith Show* and *Your Show of Shows* with Cid Caesar and Imogene Coca. Garrison's passion for fast cars extended to fast horses and he became the biggest breeder of pure bred Andalusian horses in the United States. Garrison died at the age of 81 in March 2005.

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## Greg Garrison Pebble Beach Collection (pg. 2)

Highlights from the Greg Garrison Collection include the 410 Superamerica Scaglietti Coupe, the 250 PF One-Off Coupe and the very last Daytona Spyder built, which Mr. Garrison ordered new and which has less than 80 miles. This is one of the finest collections of coachbuilder Ferraris to be offered for sale and it will surely set new world records.

“Our team is proud to have been entrusted by Garrison’s estate to handle the sale of these unique Ferraris, which have an incredible legacy from the rat pack generation and Greg’s inner circle of friends,” Gooding continued.

The Greg Garrison Ferrari collection can be previewed at [www.goodingco.com](http://www.goodingco.com) and will be officially unveiled on Thursday, August 16, 2007 at the Gooding & Company Pebble Beach Auction venue.

### **About Gooding & Company**

Gooding & Company, the Santa Monica based auction house, provides unparalleled service for those in the close-knit world of classic car collecting and offers a wide range of services including private and estate sales, appraisals, collection management, estate and tax planning assistance. The company has set numerous world records for sales at auction and by private treaty, including for a Ferrari road car – the 1967 Ferrari 275 GTS/4 alloy NART Spyder for \$3,960,000; a 1938 Talbot Lago T150 C SS Teardrop Coupe for \$3,905,000; and for a Duesenberg at auction with the 1935 Duesenberg SJ Speedster - the Mormon Meteor for \$4,455,000. Gooding & Company also conducts the official Pebble Beach Auction at the annual Pebble Beach Concours d'Elegance. For information on this year’s Pebble Beach Auction or to purchase an auction catalogue, contact Gooding & Company at 310-899-1960 or visit [www.goodingco.com](http://www.goodingco.com).

In addition, Gooding & Company has entered into a unique joint venture with Ocean Tomo, LLC, to conduct live, intellectual property auctions. Ocean Tomo, LLC, is a fully integrated intellectual capital merchant bank specializing in understanding and leveraging intellectual-property assets. Upcoming Ocean Tomo auctions, fully managed by Gooding & Company, include London, June 1 and Chicago, October 25.

### **About the Pebble Beach Concours d’Elegance**

First conducted in 1950, the Pebble Beach Concours d’Elegance is often said to be the world’s premier celebration of the automobile. Only the most beautiful and rare cars are invited to appear on the famed eighteenth fairway of Pebble Beach Golf Links, and connoisseurs of art and style flock to see these masterpieces of technological design. Automobiles are judged for their historical accuracy, their technical merit, and their style. Charitable donations raised by the Pebble Beach Concours now total more than \$10 million. The 2007 Pebble Beach Concours d’Elegance will be held on Sunday, August 19, 2007 featuring the marques of Aston Martin, Auburn, Cord and Duesenberg and celebrating the 75<sup>th</sup> anniversary of the iconic 1932 Ford. Related events include the Pebble Beach Tour d’Elegance, Pebble Beach RetroAuto, and the Pebble Beach Auction presented by Gooding & Company. Visit [www.pebblebeachconcours.net](http://www.pebblebeachconcours.net) for more information.