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**GOODING & COMPANY HIRES PUBLICIST KATIE HELLWIG
TO JOIN ITS SANTA MONICA-BASED AUCTION TEAM**

SANTA MONICA, Calif. (October 21, 2010) – Gooding & Company announces that publicity professional Katie Hellwig will soon join its head office as the company’s first Manager of Communications and Publicity to handle all internal communications, community public relations and auction publicity for the internationally-celebrated auction house. She will report to Dawn Ahrens, Director of Marketing, who made the announcement to the office earlier this week. Katie will officially commence her new role on November 1, 2010.

"Katie's strong ties with the worldwide automotive press have served Gooding & Company very well during the past three years," says David Gooding, President and founder.

"This newly created position has evolved with the growth of our business and will broaden the scope of her current work," says Dawn Ahrens, Director of Marketing. "Katie brings an exuberance and professionalism to the auction business that we and our clients treasure very much."

Prior to joining Gooding & Company, Katie spent seven years working with leading communications agencies, and for automotive and luxury brands in New York and Los Angeles, including Viceroy Hotels & Resorts, the Rodeo Drive Concours d'Elegance, Petersen Automotive Museum and *Hagerty's Cars That Matter* price guide. In 2009, she founded Talk Shop Public Relations and continued to work with clients and media within the collector car and luxury brand communities. Katie worked closely with Gooding & Company while at other boutique public relations agencies and then, more recently, as her first client of Talk Shop she has since been managing the company’s global collector car campaigns. She will be closing Talk Shop to accept the full-time position with Gooding & Company.

“Since I started working with Gooding & Company in 2007, I’ve loved being a part of its leading auction team,” says Katie Hellwig. “I’m thrilled to have this opportunity to continue supporting Gooding & Company’s increasing international media impact and visibility within the collector community.”

About Gooding & Company

Gooding & Company, internationally celebrated for its world-class automotive and intellectual property auctions, provides unparalleled service in the collector car market, offering a wide range of services including private and estate sales, appraisals and collection management. The company sold more than \$114.7 Million in collector cars and achieved six new world records at its 2010 annual automotive auctions. In continued partnership with ICAP Ocean Tomo, the Gooding & Company intellectual property auction in March 2010 achieved \$14.3 Million in gross sales. Upcoming events include the ICAP Ocean Tomo IP auction on November 11 in Napa Valley, California; the 2011 Scottsdale Auctions on Friday and Saturday, January 21 & 22, 2011; the Amelia Island Auction on Friday, March 11, 2011 and the Pebble Beach Auctions on Saturday and Sunday, August 20 & 21, 2011.

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