As already announced in our press release on 4 June 2012, Artprice has now started the progressive transfer to internet freeware of a large part of its database structure and of its Art market standardisation (owner licenses distributed freely with certain usage restrictions). All of the industrial processes forming Artprice's databanks are patent protected, notably by the A.P.P. (*Agence de Protection des Programmes* -Software Protection Agency).

With over 1,000,450 downloads, the art market has clearly confirmed its need for Artprice's standardised database containing vital information on 501,922 artists sold at public auctions worldwide. According to thierry Ehrmann, the Founder and CEO of Artprice, this spectacular figure, achieved in 3.5 summer month (1 June 2012 - 18 September 2012), validates Artprice's core conviction that standardisation of the art market is the master key to its dematerialisation, a phenomenon largely underway with Artprice's fixed price and auction-brokerage Standardised Marketplace®.

Since 1 June 2012, the Art world's key players institutions, universities, museums, foundations, libraries, legal & customs services, copywriters (e.g. ADAGP), insurers, encyclopaedic databases (e.g. Wikipedia), internet directories and of course auction houses, galleries and associations of valuers now have free and full access to Artprice's <a href="Artists-index.com">Artists-index.com</a>. This standardised database (Artist-id.com) is considered by far the most exhaustive artists-index in the world not just by the market, but also by art historians and researchers, as proved by the figures communicated today. Google, in the framework of its partnership with Artprice, has already made the entire source file of the database available on internet in English and five other languages (French, German, Italian, Spanish and Chinese). To discover the extraordinary potential of this database, visit: <a href="http://web.artprice.com/artists/directory/A">http://web.artprice.com/artists/directory/A</a>

Moreover, soon, all of the above-mentioned key users and market participants will be able to benefit from Artprice's B2B development on open APIs using REST (Representational State Transfer) architecture, an innovative way of constructing an application for fixed and mobile systems using the Web's original architecture. Artprice's colossal artists database, added to daily, is the fruit of dozens of acquisitions worldwide and nearly a million hours of work by its historians, editors and developers from 1997 to 2012 (see details and background in Artprice's 2011 Reference Document dated 27 July 2012, 178 pages, certified by and available on the AMF website http://www.amf-France.org).

According to thierry Ehrmann, Artprice's strategy of making entirely free information available to the Art world and the spectacular initial results achieved in less than four month will enable Artprice to accelerate its standardisation of the art market and consolidate its position as an unavoidable global player in a deregulated auction environment by becoming a standardised infrastructure allowing, as of 2012, the processing of online auction brokerage operations (as defined in Article 5 of French Law no. 2011-850 of 20 July 2011).

In sum, Artprice is generating a strong acceleration of the client database by making available to the art market not only the industrial processes based on tens of millions of proprietary data entries at the core of its Art Market standardisation strategy (Artist ID, Artwork ID, Catalogue ID, Catalogue Raisonné, References ID, etc.), but also (as of 1 August 2012) its open source artworks database (thanks notably to its partnership with Google since 2003) without any impact on its revenue or earnings for 2012 and Artprice's clients will soon be able to enjoy open APIs created in REST architecture as well as a mobile applications for Ipad / Iphone and Google Android currently being developed.

Via these new vectors of market standardisation originating from its Standardised Art Marketplace

(fixed-price and auction brokerage) Artprice can now transfer vast quantities of information to freeware mode with the goal of expanding its client database (with accompanying behavioural logs: purchases, sales, searches, art portfolios, etc.) from 1.71 million to 2 million before the end of the year, a target that according to the latest figures is well within reach.

Artprice is the global leader in databank on Artprices and indices with more than 27 million indices and auction results covering more than 500,000 artists. Artprice Images® offers unlimited access to the largest Art Market resource in the world, a library of 108 million images or engravings of artworks from 1700 to the present day along with comments by Artprice's art historians. Artprice permanently enriches its databanks with information from 4,500 international auction houses and auctioneers and publishes a constant flow of art market trends for the main news agencies and 6,300 international written media. For its 1.71 million members (member log in), Artprice posts standardized adverts in what is today the world's leading Standardised Marketplace® for buying and selling works of art by private contract or at auctions -regulated by French law alinéas 2 et 3 de l'article L 321.3 du code du commerce- (source Artprice).

Discover the Alchemy and the universe of Artprice http://web.artprice.com/video/, which headquarters are the famous Museum of Contemporary Art, the Abode of Chaos

Artprice is listed on Eurolist B by Euronext Paris (SRD long only): Euroclear: 7478 - Bloomberg: PRC - Reuters: ARTF

Artprice releases: http://serveur.serveur.com/press\_release/pressreleaseen.htm

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