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**BARRETT-JACKSON AND BOBBY CHAN ANNOUNCE STRATEGIC PARTNERSHIP
FOR RETAIL STORES AND EXCLUSIVE MERCHANDISE**

Scottsdale, Ariz. – December 29, 2009 – The [Barrett-Jackson Auction Company](#), producer of “The World’s Greatest Collector Car Auctions™,” announced today a new strategic partnership with clothing brand [Bobby Chan](#), maker of upscale casual wear for men. Bobby Chan will produce a special collection of Barrett-Jackson branded Bobby Chan merchandise – with a focus on the distinctive color-blocked silk, bamboo and knit shirts the clothier is most famous for – debuting at the [39th Annual Barrett-Jackson Scottsdale Auction](#), Jan. 18 – 24, 2010, at Westworld of Scottsdale.

The line will be sold in a 2,500 square foot Bobby Chan pop-up store, a fully-functioning retail space that will be located inside the Barrett-Jackson Lifestyle Pavilion. The shop will appear at all four Barrett-Jackson auctions in 2010, which in addition to Scottsdale include West Palm Beach, Fla.; Las Vegas; and Orange County, Calif. The shop is designed to reflect the Bobby Chan brand image of casual elegance while incorporating special artistic elements as a nod to Barrett-Jackson and the collector car culture, and is meant to give the consumer a flavor of the Bobby Chan retail stores located throughout the country. The apparel ranges in price from approx. \$65.00 to \$145.00.

“We’re thrilled to be able to partner with Bobby Chan in such a monumental way,” said Steve Davis, President of Barrett-Jackson. “Having a Bobby Chan store at our auctions is a huge undertaking, but it speaks to the commitment Bobby Chan has to the Barrett-Jackson customer. Connecting with such a well-respected clothing brand to help us showcase the Barrett-Jackson lifestyle is extremely exciting. I personally am a huge fan and have been wearing Bobby Chan for years.”

Event organizers see the Bobby Chan shop as an important addition to the continuously increasing and evolving lifestyle-, community- and family-focused initiatives introduced over the past several years to create a broader event experience. On average, there are approx. 100 – 300 vendors on-site all days of auction offering a wide range of products and services that enhance the distinctive lifestyle of collector car enthusiasts. Bobby Chan executives believe this partnership is an ideal way to align the companies’ similar target audiences, and will help fill a void in the wardrobe of the men that attend the auctions.

“We’re looking to satisfy a niche for this refined buyer seeking value with a higher-end collection, while being reflective of their personal style choices and unique lifestyle,” said Bobby Granatt, president of Bobby Chan. “We offer clothing that is casual and feels great, but still provides an understated sophistication. Barrett-Jackson fans are our kind of guys, and we’re happy to help them look the best they can while enjoying the hobby they love.”

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Future plans include incorporating the Barrett-Jackson brand into existing Bobby Chan retail locations, with the companies working collaboratively on various additional projects. Currently, Bobby Chan is sold in five namesake stores, hundreds of country clubs and specialty shops nationwide, and online at www.bobbychan.com.

“Barrett-Jackson is a lifestyle brand and our vision has been to provide the marketplace with a Barrett-Jackson clothing line through brick-and-mortar retail stores located in desirable geographic locations,” said Craig Jackson, chairman/CEO of Barrett-Jackson. “The Bobby Chan relationship is a big step in that direction.”

About The Barrett-Jackson Auction Company

Established in 1971 and headquartered in Scottsdale, Ariz., Barrett-Jackson specializes in providing products and services to classic and collector car owners, astute collectors and automotive enthusiasts around the world. The company produces “The World’s Greatest Collector Car Auctions™” in Scottsdale, Palm Beach, Fla., Las Vegas and Orange County, Calif. Barrett-Jackson also endorses a “one-of-a-kind” [collector car insurance](#) offering for collector vehicles and other valued belongings. For more information about Barrett-Jackson, visit www.barrett-jackson.com or call (480) 421-6694.

About Bobby Chan

Bobby Chan has recognized an enormous void in the marketplace, and seized the opportunity to design and manufacture a high-end looking Men’s lifestyle apparel collection at impulse retail prices. We call it affordable luxury. The Bobby Chan man is between the ages of 35 to a young-minded 70 year old. For more information about Bobby Chan, visit www.bobbychan.com or call (212) 279-3838.

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