

## NEW WEBSITE FOR THE DEAUVILLE SALES

2006 looks like being a great year for the Deauville Sales. In 2005, **88 different graduates** of the 2004 Deauville August Sale, that is **18% of those offered**, won more than 120 races as two year olds in England, Ireland, France, Germany, Italy, Scandinavia and Japan. They included numerous Group and Listed winners and serious Classic prospects in France, England, Ireland and Italy.

**In 2006 this success has continued** and yearlings sold in Deauville in 2004 have already won several Classic trials. In France **Gentlewave, Porto Santo, Stormy River** and **Sister Trouble** have all won Listed races.

Make the most of the Deauville sales in 2006 and look at the new website, at [www.deauville-sales.com](http://www.deauville-sales.com), which gives you the chance to search the information you may need on past, present and future Deauville Sales (click on English Version).

### A NEW LOOK

The layout and design of the site has been completely changed:

- **The home page** will now include the latest news, information and videos or photos of recent significant events and leads you into the site (see Figure 1).

- **The navigation** of the site has been transformed in the same spirit of ease and transparency. News, press releases and all recent information will always be available on the left-hand side of the screen and can be looked at or down loaded at any moment.

### IMMEDIATE ACCESS TO IMPORTANT INFORMATION

The site has three different modes:

**1 Outside sales time:** the home page shows the sales calendar for the year in progress and all information about past catalogues and sales is available by clicking on 'sales'.

**2 Leading up to a sale:** the home page shows the catalogue for the upcoming sale as soon as it is available on line.

**3 During and after a sale:** the home page shows the results of the sale in progress.

### A SEARCH ENGINE TO EXAMINE CATALOGUES AND RESULTS IN ANY WAY YOU WISH

There are 2 ways in which the catalogues and results can be sorted:

- Clicking on the arrows under the headings carries out a **simple search**. For example in the catalogues you can sort all of the yearlings by sire (in alphabetical order or if you click twice in reverse order). To return to the listing by lot number you click on 'lot' (see Figure 2).

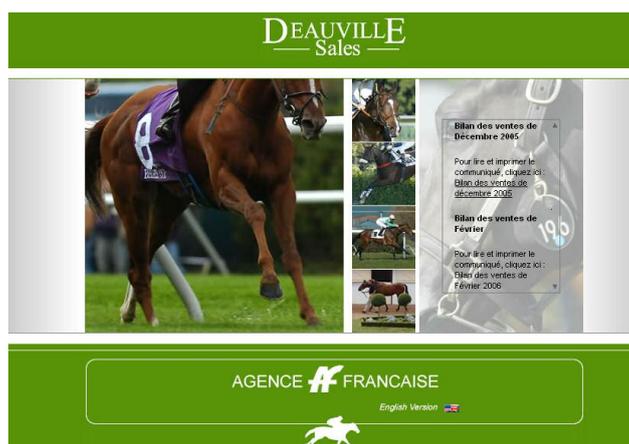


Figure 1

Lot	Sire	Mère	Vendeur	Issue	Acheteur	Enchère
313	M. MONTELU	VALLEY OF HOPE	Mézéray	Vendu	DE BURGH / FARRIN	580 000 €
34	M. ROCK OF GIBRALTAR	CLARA BOV	Breham	Vendu	SHADWELL FRANCE	500 000 €
223	M. KING'S BEST	MANUREVA	Breham	Vendu	C. GORDON-WATSON	400 000 €
81	M. PIVOTAL	SHY DANKEUSE	Breham	Vendu	GAINSBOROUGH STUD	360 000 €
11	M. DANBELL	ARPEGE	Breham	Vendu	D. SMAGA POUR M. ...	320 000 €
339	F. DANBELL	STARINE	Quessney	Vendu	U. SLITER	300 000 €
19	M. ROCK OF GIBRALTAR	BLUE FERN	Louvière	Vendu	MAB AGENCY	290 000 €
45	M. INDIAN RIDGE	DANIRA	Capucines	Vendu	M DOYLE BLOODSTOCK	280 000 €
79	F. LINAMBX	GONTCHAROVA	Mézéray	Vendu	M WEBBER P	280 000 €
22	M. DYNAPFORMER	BOLSKAULA	Breham	Vendu	SHADWELL FRANCE	240 000 €
48	F. RED RANSOM	DELLAGORJAZA	Quessney	Vendu	SUPRIER	240 000 €
19	M. SINSPREL	MAID OF DAVKINS	Reboursière et de Montaigu	Vendu	DARLEY STUD	240 000 €

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Statistiques: Présentés: 444 Vendu(s): 323 % Vente: 72.75 % Total: 22 695 000 € Prix Moyen: 70 263 €

Figure 2

Lots sorted by price starting with the most expensive

- A search by **multiple criteria** with the aid of the **padlock symbol** which is next to all of the headings by which a search can be made. For example if in the results you click on the symbol next to the name of a buyer you will have a list of all lots bought by this buyer together **with cumulative totals underneath**. You can search by several different criteria at the same time for instance by clicking on the symbol next to a vendor and then again next to a stallion you will get a list of all yearlings by this sire presented by this vendor. To go back to the list by lot number you click again on the symbols (see Figure 3).

All these and similar searches can be carried out over **the whole sale, or on each day of the sale separately**, by clicking at the top right hand corner of the page where whole sale or days are displayed (see Figure 3).

There is also a **general search engine** at the top of the calendar page that enables you to search simultaneously all the Deauville sales since February 2000. If for example you enter the name of a filly or mare each time she has appeared in a catalogue herself or as the dam of a product will appear (see Figure 4).

The print symbol at the bottom right of the screen allows to print whatever you have displayed. You can look before printing and you can print either **all the results of a sale or just a day at a time**.

While the site is new there will be a help icon available on the home page to enable everyone to make the most of these sorting possibilities (see Figure 3).

## THE SALES STATISTICS

The statistics are divided into three categories

- **The results**, which gives you information directly related to the sale in question: number offered, percentage sold, aggregate, average and median prices. These statistics will be available by day or for the whole sale (see Figure 5).

A table giving similar statistics for the same sale over the last five years is also available.

- **Product statistics**, which gives you the top ten lots by price as well as the top ten stallions by average price. You can sort these statistics as you wish by clicking on the symbols, which will take you into the full sales results.

- **Buyer and vendors** which will lead you to the top ten vendors and buyers at the sale. In the same way as the stallion statistics by clicking on the symbols you can sort by the entire results

## THE SUCCESS OF DEAUVILLE SOLD HORSES

All black type performances by horses presented in Deauville all over the world are updated every day. The same padlock symbols are available here so you can sort the successes by country or by class, all Group 1 performances for instance, or by sale, all successes from the October sale.

Press releases, short commentaries and statistics will complement this list of Deauville success all over the world (see Figure 6).

Lot	Père	Mère	Vendeur	Issue	Acheteur	enchères
1	MONTJEU	VALLEY OF HOPE	Mézery	Vendu	DE BURGH / FARRN...	580 000 €
2	MONTJEU	APPARENTEE	Mézery	Vendu	C. GORDON-WATSON	220 000 €
3	MONTJEU	LADY OF THE TURF	Quesney	Vendu	C. LERNER	180 000 €
4	MONTJEU	BELJA	Tourdeville	Vendu	WINNERS	135 000 €
5	MONTJEU	KATCHINA GUEST	Grandcamp	Vendu	J. DE ROUALLE	130 000 €
6	MONTJEU	PLUME BLEUE PALE	Etrehan	Vendu	BMS	110 000 €
7	MONTJEU	DOMINGA	Etrehan	Vendu	MAB AGENCY	65 000 €
8	MONTJEU	CHARMANTE	Neustrian Associates	Vendu	MAB AGENCY	45 000 €

Figure 3  
All lots sold in August 2005 by Montjeu

Figure 4  
The general search engine

Vente	Présentés	Vendus	% Vente	Chiffre d'affaires	Prix Moyen
Août 2004	496	401	80.64 %	28 626 000 €	58 301 €
Août 2003	453	450	99.34 %	30 507 000 €	67 333 €
Août 2002	555	543	97.84 %	26 961 000 €	49 652 €
Août 2001	493	480	97.39 %	271 752 000 FF	554 596 FF
Août 2000	486	480	98.77 %	245 034 000 FF	510 488 FF

Figure 5  
The statistics page for August 2005

Nom	Date	Course	Cat.	Place
JOYNTIGARDEN	23/03/06	Prix Lord Seymour	L. 3	3 <sup>e</sup>
FALVELIA	18/03/06	Prix Rose de Mai	L. 3	2 <sup>e</sup>
SENTLEWAVE	18/03/06	Prix Maurice Callaut	L. 3	4 <sup>e</sup>
HOMARD LE CANARD	05/03/06	Stall Ampuria Neusser Sandbahn	L. 3	3 <sup>e</sup>
	12/02/06	Grand Prix de la Riviera Cote d'A.	L. 3	1 <sup>e</sup>
MAJOR GRACE	14/03/06	Prix Montenera	L. 3	3 <sup>e</sup>
MY PENSION	26/03/06	Premio Pisa	L. 3	3 <sup>e</sup>
NUMDE	18/03/06	Prix Maurice Callaut	L. 3	2 <sup>e</sup>
PORTO SANTO	27/03/06	Prix Omnium II	L. 3	1 <sup>e</sup>
ROYAL COPENHAGEN	08/01/06	San Conpano H.	Gr. 2	3 <sup>e</sup>
SARONIS	18/03/06	Prix Rose de Mai	L. 3	3 <sup>e</sup>
SILVER CROSS	25/02/06	GP Conseil Général des Alpes M.	L. 3	2 <sup>e</sup>
BRENE DOLOISE	27/03/06	Prix La Camargo	L. 3	3 <sup>e</sup>
SISTER TROUBLE	18/03/06	Prix Rose de Mai	L. 3	1 <sup>e</sup>

Figure 6  
The success page

## **MORE INFORMATION**

Information to help and guide buyers and vendors is available. You can look at and down load sales registration forms and other important paperwork. In the near future this area will include documents for vendors and a Guide to the Deauville sales for new and foreign clients.

This area also includes the latest information on the system of premiums for the owners of French bred or qualified horses as well as links to the sites of all of our partners and other useful sites.

## **LIVE TRANSMISSION OF THE SALES**

All of the Deauville sales will be transmitted live on the inter net starting with the 2006 August sale which runs from Friday, August 18 to Monday August 21. At the site you will see the horse being sold together with its lot number, the current bid and the sale price of the previous lot.

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