

Global equipment buyers gear up for Ritchie Bros. 5-day public auction in Orlando

1/28/2010

ORLANDO, FLORIDA (January 28, 2010) – Ritchie Bros. Auctioneers (NYSE and TSX: RBA), the world's largest industrial auctioneer, will conduct a large unreserved public equipment auction at its 200-acre permanent auction site in Orlando, Florida from February 15 to 19, 2010. Close to 6,000 equipment items and trucks will be sold over five days. The annual February auction in Orlando is usually the largest auction on the Ritchie Bros. auction calendar, attracting thousands of bidders from around the world each year.

Last year Ritchie Bros.' February Orlando auction attracted a record 7,600 bidders from 75 countries. Out-of-state bidders purchased approximately 80 percent of the equipment sold in the auction, including about 30 percent purchased by bidders from outside the United States.

Nuova Euromacchine SAS, an earthmoving equipment dealer based in Italy, came to their first Ritchie Bros. February Orlando auction in 2005. The company has attended almost every Ritchie Bros. February Orlando auction since then. In last year's auction they purchased motor graders and articulated dump trucks and plan to travel to Orlando once again this year to purchase more equipment.

"We participate each year in the February Orlando auction because for us it's the largest sale of earthmoving equipment in the world," said Danilo Miotto, owner of Nuova Euromacchine. "There's always a large selection of well-maintained equipment to choose from. As a buyer the exchange rate makes it very convenient and affordable for us to buy in the U.S. and transport the equipment back to Italy where it gets used."

"Our Orlando auctions always create a lot of excitement among equipment users around the world: part of the draw for bidders is the sheer amount and selection of equipment being sold, but even more important is knowing that every item will be sold to the highest bidder on auction day, with no minimum bids or reserve prices," said

Gary Seybold, Ritchie Bros. Divisional Manager.

"Our auctions are open to the public, so anyone can bid, and the fact that our Orlando site is located on the 'doorstep to the world' also appeals to international buyers. Our site is close to major transportation routes and sea ports, so it's easy for our customers to purchase everything they need in one place at one time and then have it transported to its final destination."

To help new customers, Ritchie Bros. is offering free "How to Bid" seminars at the Orlando auction site prior to the auction: in English at 3:00 pm on Friday, February 12 and Saturday, February 13, and in Spanish at 9:00 am on February 13. Attendees will learn more about unreserved public auctions, how to bid in person or online, and what to expect after making an equipment purchase. Email OrlandoWorkshop@rbauction.com for more information.

The five-day public unreserved auction features close to 6,000 items from over 400 consignors, including Ring Power, Kelly Tractor and Young's Contracting. The auction starts daily at 8:00 am. Among the equipment being sold:

Day 1 – Monday February 15	Day 2 – Tuesday February 16	Day 3 – Wednesday February 17	Day 4 – Thursday February 18	Day 5 – Friday February 19
Brooms 2WD tractors Loader backhoes Forklifts Aerial & Lifting Equipment	4WD & MFWD tractors Skidders Wheel loaders Rock trucks Articulated dump trucks	Motor graders Motor scrapers Crawler tractors Boom trucks Cranes Aggregate Equipment	Skid steer loaders Recreational vehicles Compaction Equipment Pickup trucks Excavators	Transportation Equipment – cab & chassis, van trucks, truck tractors, high boys, low boys and more

"Our global reach gives equipment owners the confidence to sell through us year after year, which is why we always have such a 'supermarket' of equipment in Orlando each February," said Steve Kriebel, Regional Manager, Ritchie Bros. Auctioneers. "We reach buyers in more than 200 countries and their interest in our auctions ensures an active bidding crowd. There's a lot of reassurance in that."

Equipment consignments are still being accepted; anyone wanting to add equipment to the auction can contact the Ritchie Bros. Orlando site at +1.863.420.9919.

Auction details:

- Location: Ritchie Bros.' Orlando auction site at the corner of I-4 & US Hwy 27 (700 Ritchie Rd), Davenport, FL
- Orlando auction site tel: +1.863.420.9919
- Time and date: Monday, February 15 to Friday, February 19, 2010. Auction start time: 8:00 a.m. daily

- Unreserved auction is open to the public; registration to bid is free
- Anyone can come to the auction site the week before auction day to inspect, test and compare items
- Interested buyers can bid in person at the Orlando site, online in real time at rbauction.com or by proxy
- More information about the auction and "How to Bid" seminars, including full equipment details and photos, is available at www.rbauction.com

About Ritchie Bros.

Established in 1958, Ritchie Bros. Auctioneers (NYSE and TSX: RBA) is the world's largest industrial auctioneer, selling more equipment to on-site and online bidders than any other company in the world. The Company has over 110 locations in more than 25 countries, including 41 auction sites worldwide. Ritchie Bros. sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine industries. The Company maintains a web site at www.rbauction.com and sponsors an equipment wiki at www.RitchieWiki.com.

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OR

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Orlando auction site tel: +1.863.420.9919