

Olympic athletes and local companies help Ritchie Bros. Auctioneers raise more than CA\$530,000 for KidSport BC

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2nd annual Corporate Kids Challenge will help close to 2,700 kids play organized sports

VANCOUVER, BC (September 12, 2011) – On Saturday, September 10, 2011, Ritchie Bros. Auctioneers (NYSE and TSX: RBA) welcomed hundreds of people to the 2nd annual Corporate Kids Challenge at its Burnaby, BC headquarters, raising over CA\$530,000 for KidSport BC™. During the event Ida Chong, Minister of Community, Sport and Cultural Development, presented a cheque on behalf on the Province of British Columbia for CA\$400,000.

“The government of British Columbia believes in the power of sport and KidSport BC helps remove the financial barrier so kids can participate,” said Minister Chong. “Sports teach kids team work and self esteem.”

BC Olympic athletes and 22 corporate teams from the Greater Vancouver area competed in games and sports activities including tug of war, an egg and spoon race and an obstacle course. WPCG was the winning corporate team of this year’s challenge. The day ended with a live auction featuring an Olympic torch and other unique items. Event information can be found at www.rbauction.com/kidschallenge.

“This is the biggest fundraiser of any KidSport™ chapter in Canada,” said Pete Quevillon, Director, KidSport BC™. “The money raised at this event will help close to 2,700 kids participate in a season of sport.”

Ritchie Bros. COO Bob Armstrong kicked off the event by expressing the company’s commitment to helping create a foundation for community sport participation.

“At Ritchie Bros. we try to give back by supporting groups that are focused on amateur athletics and youth

leadership development,” said Mr. Armstrong. “KidSport is all about making sure there are no kids left on the sidelines and that every child gets the chance to play an organized sport.”

Ritchie Bros. also conducted a live charity auction featuring sports experiences, trips and other unique events donated by local companies and business people. The auction took place on-site during the event, and was also available to the public through Ritchie Bros.’ real-time online bidding service at www.rbauction.com. Highlights included a 3-day pacific salmon fishing trip at Warm Springs Resort on Stuart Island, B.C. that was donated by Ritchie Bros. co-founder Dave Ritchie.

Ritchie Bros. plans to hold the 3rd annual Corporate Kids Challenge in late summer of 2012.

“I was here last year and it’s great to be a part of it again,” said Olympian Brian Johns. “It’s such a great cause and I look forward to being a part of it indefinitely.”

About KidSport™

KidSport™ is a community-based sports funding program that provides grants for financially disadvantaged children ages 6 to 18 to participate in amateur sport and learn valuable life lessons and skills. The organization operates 175 chapters across Canada, 39 of which are based British Columbia. For more information about KidSport™ and how you can help in your community, please visit www.kidsport.ca.

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. Ritchie Bros. offers services that enable the world’s builders to easily and confidently exchange equipment. The Company conducts hundreds of unreserved public auctions each year, selling a broad range of used and unused equipment, trucks and other assets utilized in the construction, transportation, agricultural, material handling, mining, forestry, petroleum and marine industries. Ritchie Bros. has over 110 locations in more than 25 countries, including 43 auction sites worldwide. The Company maintains a web site at www.rbauction.com and sponsors an equipment wiki at www.RitchieWiki.com.

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