

# Ritchie Bros. partners with uShip to offer online transportation quotes

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Free real-time estimates and competitive quotes available at [rbauction.com](http://rbauction.com)

VANCOUVER, BC (Feb. 9, 2009) – Ritchie Bros. Auctioneers (NYSE and TSX: RBA), the world's largest on-site and online industrial auctioneer, has partnered with uShip.com, the largest online shipping marketplace, to help equipment buyers save time and money with a convenient online shipping service. Visitors to [rbauction.com](http://rbauction.com) can now get free real-time estimates and competitive quotes for ground transportation of specific equipment items being sold in Ritchie Bros. auctions – from any U.S. or Canadian auction site to anywhere in the U.S. or Canada, including ports.

"We make every effort to deliver a full range of convenient services for our customers, whether they're buying or selling equipment, or bidding on-site or online," said Peter Blake, Ritchie Bros. CEO. "That's why we've partnered with uShip to offer real-time shipping estimates and competitive shipping quotes on our web site. Our customers can use this free service to help them make informed decisions before they bid, and then choose the provider that's right for them if they bid successfully on auction day. They'll not only save time, they may save money too."

The first and largest online shipping marketplace, uShip helps individuals and businesses that need to transport large or hard-to-ship items find cost-effective shipping services. Customers provide details about what they need moved, where it's coming from and going to, and then receive quotes from uShip's network of customer-rated transportation providers. They can also give feedback to help rate the thousands of companies registered to date.

"We're excited to be introducing our services to Ritchie Bros.' customers," said Matthew Chasen, uShip CEO. "The integration of the Ritchie Bros. and uShip web sites will make the process of finding and choosing an affordable transportation solution even easier for equipment buyers, because details about the shipment and its origin are fed

directly from the rbauction.com web site to uShip. It's a fast, convenient and easy way to find the right company to take care of your shipping needs."

Features of the Ritchie Bros. online shipping service:

- No upfront fees or obligations
- Customers can receive real-time estimates and competitive quotes
- Quotes and estimates are available for ground transportation of specific items in U.S. and Canadian auctions to anywhere in the U.S. or Canada, including ports
- Quotes and estimates available to on-site, online or proxy bidders until 14 days after the auction

For more information about Ritchie Bros.' online shipping service, visit [www.rbauction.com/shipping](http://www.rbauction.com/shipping).

Transportation companies can sign up as registered service providers with uShip at [www.rbauction.com/shipping](http://www.rbauction.com/shipping).

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 38 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](http://www.rbauction.com) and sponsors an equipment wiki at [www.RitchieWiki.com](http://www.RitchieWiki.com).

About uShip

Founded in 2003, uShip.com is the first and largest online marketplace for shipping services. Members list anything they need shipped, from household goods to vehicles to freight, and receive instant quotes or bids from thousands of feedback-rated service providers, including movers, carriers, transporters, van lines, heavy haulers, freight brokers and independent service providers. On any given day, there are thousands of shipments listed on uShip.com representing millions of dollars of business. It's free for members to list shipments and for service providers to place bids. uShip.com's reverse-auction format and patent-pending search technology dramatically reduce shipping costs by allowing service providers to find shipments along their routes and fill empty cargo space. uShip.com's feedback system holds service providers accountable for their service and rewards those that perform well. For more information, visit [www.uship.com](http://www.uship.com).

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