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## **BMP's, Brant Art Media and IndexAtlas Make Strategic Equity Investments in Skate's**

**The Alliance Combines Skate's Innovative Art Investment Research Tools with the Art Market Expertise and Distribution Capabilities of BMP to Create the Market Leader in Information and Research Support for the Global Art Trade**

March 03, 2010, New York – Skate's, the world's leading art investment research firm based in New York ([www.skatepress.com](http://www.skatepress.com)), has through its parent company IndexAtlas Group joined with BMP's, Brant Art Media in forming a new venture, Skate's, LLC. Brant Art Media, the leading U.S.-based art magazine publisher that is majority owned by Peter Brant, will hold a 40% equity stake in Skate's, LLC. IndexAtlas Group ([www.indexatlas.com](http://www.indexatlas.com)), a private equity firm controlled by Sergey Skaterschikov that specializes in early-stage investments in internet services, media and entertainment companies, will hold through its affiliates a 60% ownership interest in Skate's, LLC. Concurrently with the BMP and the IndexAtlas investments, Art in America, a wholly-owned subsidiary of Brant Art Media, has entered into a long-term strategic marketing and services alliance with Skate's, LLC.

Best known for its flagship publication *Skate's Art Investment Handbook* (2nd ed., McGraw-Hill, November 2009) and its research and analysis emanating from Skate's Top 1000 (Top 5000 scheduled to be unveiled in August 2010), a ranking of the world's most valuable masterpieces based on auction prices, Skate's has found in Brant Art Media a strategic partner steeped in the global art world and possessing a unique and strong readership via its print, digital, mobile, and online properties, including BMP's iconic magazines *Art in America* and *Interview*.

"We are very proud of this alliance and believe it will help art collectors and art market investors around the world benefit quickly and significantly from an exceptional roster of new art pricing, research and vetting solutions that Skate's can now offer in partnership with Brant Art Media," said Sergey Skaterschikov, who will serve as CEO of Skate's, LLC, having held that position since establishing Skate's in 2004.

Skate's has no vested interest in any art collection, artist or art trading organization. Its core products currently are *Skate's Art Investment Handbook*, Skate's Artwork Background Report and the relatively new Skate's Art Asset Pricing Service, which has been developed for art funds and private museums. Maintaining a position akin to the "Standard & Poor's" of the art market, Skate's remains one of a very few well-established global providers of independent art market research and data. In 2010, Skate's plans significant expansion and enhancement in the range and coverage of its products and services.



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“As the art market embraces and steadfastly marches toward greater transparency, with collectors increasingly seeking third-party research and unbiased opinions, Skate’s business strategy will likely result in Skate’s becoming the industry standard for professional art vetting and pricing. We are pleased to join with, and support, Skate’s on its journey to bring more transparency to the art market, an objective that resonates with the mission of BMP’s, Brant Art Media. As exciting for us at BMP Media Holdings is the additional focus this deal brings to executing our digital, mobile and online developments across all of our media properties,” commented Francis Malone, President of BMP Media Holdings, who will also serve on the Board of Directors at Skate’s.

Skate’s operations will relocate to Brant Art Media’s premises in New York’s Soho district. In April of this year, BMP and IndexAtlas will re-launch Skate’s online product and service offerings.

#### **About Skate’s**

Established in 2004, Skate’s Art Market Research provides high net worth individuals and institutional investors around the world with reliable and unbiased information and research supporting art investment decisions.

Skate’s principal products include *Skate’s Art Investment Handbook*, Skate’s Art Assets Pricing Service and Skate’s Artwork Background Reports. Aside from researching the premium segment of the art market through Skate’s Top 1000, Skate’s also tracks the performance of twelve publicly-traded companies in the art industry through its proprietary Skate’s Art Stocks Index and provides private label art investment research solutions to private banks and wealth managers around the world.

#### **About Brant Art Media**

Brant Art Media is part of BMP Media Holdings. It publishes three prestigious titles covering art, design, and culture: *Art in America*, *The Magazine Antiques* and *MODERN*.

*Art in America*, continuously published since 1913, is one of the world’s foremost international art magazines for the collector, artist and curator alike. Founded in 1922, *The Magazine Antiques* is widely regarded as the recognized scholarly authority on antiques, and is a leading title on the subject. *MODERN* is leading the discourse on 20th century to contemporary design and decorative arts.



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BMP Media Holdings also owns Interview magazine, founded in 1969 by Andy Warhol. Interview magazine is the most revolutionary magazine in the world covering fashion, art, celebrity and entertainment, and the title is setting the pace in the digital and mobile space and is ready to be launched this month on Apple's most revolutionary device, the iPad.

The four titles' editorial spans almost 100 years of international art, culture and design coverage and has established BMP as an authority in these disciplines.

***About IndexAtlas Group***

Established in 2001, IndexAtlas Group is a private equity firm that operates from its principal offices in New York and Moscow. Since its establishment, IndexAtlas has advised on \$3.5bn in M&A, IPO, private equity and debt transactions for its clients. IndexAtlas invests in a broad range of media, entertainment, internet services and specialty services businesses. Skate's Art Market Research is one of IndexAtlas' six portfolio companies.

***For media inquires***

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