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**Renowned Barrett-Jackson Collector Car
Auction Comes To OC Fair & Event Center**
South Coast Metro will be in the center of automotive excitement

SOUTH COAST METRO, Calif., June 2010 – When the Barrett-Jackson Auction Company LLC brings the newest edition of its “The World’s Greatest Collector Car Auctions™” to the OC Fair & Event Center this June, automobile enthusiasts who work or live in South Coast Metro will find themselves in the epicenter of automotive excitement.

The Orange County auction will become the fourth annual Barrett-Jackson event, joining successful auctions in Scottsdale, Palm Beach and Las Vegas.

Annually, the auctions combined draw more than 300,000 attendees, sell more than 2,000 vehicles for a total of more than \$112 million, and provide more than \$6.5 million to local charities.

The event will provide a significant boost to the local economy, helping to fill hotels and restaurants in South Coast Metro, increasing business in retail centers, and more. To make it a weeklong celebration, plans call for a road rally and car show, a golf tournament and a gala for charity to lead into the June 25-27 event.

Additionally, displays of exotic and antique cars will be open to the public at locations like South Coast Plaza.

Individual tickets to the auction will be available for just \$10 each. At auction, cars may sell for a few thousand to more than one million dollars.

In the Barrett-Jackson tradition, the lifestyle event will encompass the OC Fair & Event Center grounds and will include the famous collector car auction, sponsor promotions and displays, vendors, exhibitors, interactive demonstrations, and other festivities. Approximately 400 cars are expected to be sold during the inaugural year.

Through its relationship with the SPEED Channel, Barrett-Jackson auctions are also the subject of highly rated television programs that are telecast to a national audience with over 70 hours of live television and hundreds of hours of replays throughout the year.

“We are delighted to welcome Barrett-Jackson to Orange County. This incredible signature event has the potential to be a serious economic engine for the city and Orange County, and will certainly put us on the map from a national awareness perspective,” said Shaun Robinson, general manager of the Hilton Orange County/Costa Mesa, the headquarters hotel for the event, and a member of the Board of Directors of the South Coast Metro Alliance.

Local auto enthusiast, business leader and fellow South Coast Metro Alliance Board member Shaheen Sadeghi, CEO of Lab Holding LLC, developer of the LAB and the sustainable CAMP project in South Coast Metro, heartily concurs with Robinson.

“The Barrett-Jackson auction will be a huge community event with something for everyone including children and adults to enjoy,” he said. “I have been to the auction many times in Scottsdale. It’s not just for private collectors or the elite. There are many automobiles that are affordable for the everyday enthusiast.”

Sadeghi considers automobiles to be practical art because you can admire them and drive them, too. His own collection includes an Austin-Healy 104, a 1954 Jaguar XK120, 1959 Jaguar XK150, a 1963 Mercedes-Benz 300 SE Cabriolet, a 1996 Porsche Targa Carrera, and a 2007 Ferrari 612 Scaglietti. His daily driver is a rare Land Rover Defender 110.

For more information, visit www.southcoast.metro.com.

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