

SOTHEBY'S HOLDINGS, INC. SECOND QUARTER AND FIRST HALF 2004 EARNINGS CONFERENCE CALL INVITATION

August 4, 2004 New York -- Sotheby's Holdings, Inc. (NYSE: BID; LSE: STBA) will be announcing earnings for the second quarter and first six months ended June 30, 2004 on Monday, August 9, 2004. The conference call will be hosted by Bill Ruprecht, President and Chief Executive Officer, and Bill Sheridan, Chief Financial Officer, at 9:00 AM EST. The call will consist of a brief discussion of the Company's results followed by a question and answer period.

Domestic callers should dial 800-219-6110 and international callers should dial 303-262-2142. The call reservation number is 11004830. Please establish a line approximately 10 minutes prior to the call beginning.

To listen to the conference call via web cast, please go to: <http://www.actioncast.acttel.com> and enter the passcode 24066 when prompted. You will need Windows Media Player or Real Player to access the call. Please download either of these programs before the call begins at 9:00 AM on August 9th. The web cast will be available for replay for two weeks after the call.

Please call 212-894-1023 with any questions.

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