



AMERICAN
NUMISMATIC
ASSOCIATION

IMMEDIATE RELEASE: September 4, 2007

CONTACT: Andy Dickes

Telephone: 719-482-9814

E-mail: pr@money.org

ANA and Collectica, Inc. Enter Agreement to Create a Safe Online Auction Community

Collectica, Inc., an online auction community and marketplace for collectors, has entered into a collaborative agreement with the American Numismatic Association. The relationship is designed to address online consumer protection issues and create a safer, more user-friendly online experience for collectors.

Headquartered in Chicago, Collectica provides not only an auctions marketplace, but a space for members to showcase their collections and interact with other enthusiasts. It has a large focus on coins and currency, but also welcomes many other collector interests, including stamps, music and sports memorabilia. Members can showcase and organize their collections, meet people with similar collecting interests, establish clubs, host virtual meetings, read industry news and share information about upcoming events. Collectors can even keep their collections private so only their friends can view their albums. The marketplace is free to list in and closely patrolled to fight against fraud.

Under the terms of the agreement, the ANA has a representative on Collectica's Executive Board of Advisors, and will work with Collectica's management team to develop sound operating guidelines and address coin and currency consumer protection issues. Participation in Collectica's dealer tier is limited to ANA members in good standing, and the ANA receives a portion of all auctions involving ANA members.

"We are thrilled to be working with the ANA. This relationship is an important step in showing our commitment to collectors," Collectica CEO Michael Dworecki said. "We intend to continue to rollout features that will benefit numismatists, and we look forward to hearing from the collectors themselves with feedback and support."

To become a part of Collectica's online community and marketplace or for more information, visit www.collectica.com. For Collectica press inquiries, call 617-335-7196.

The American Numismatic Association is a nonprofit organization dedicated to educating and encouraging people to study and collect money and related items. With nearly 32,000 members, the Association serves the academic community, collectors and the general public with an interest in numismatics. The ANA helps all people discover and explore the world of money through its vast array of programs including its education and outreach, museum, library, publications, conventions and seminars. For more information about the ANA, call 719-632-2646 or visit www.money.org.