



FOR IMMEDIATE RELEASE

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## **SCPAUCTIONS.COM LAUNCHES NEW, IMPROVED WEBSITE**

*Fresh design, easy navigation and world-record prices highlight online revamp!*

**Laguna Niguel, Calif. (Jan. 16, 2015)** – SCP Auctions, one of the nation’s largest auctioneers and private sellers of important sports memorabilia and cards, has just unveiled its new website at [www.scpauctions.com](http://www.scpauctions.com). Full of vibrant colors, fresh design and user-friendly navigation, the new look is highlighted by the company’s world-record prices for top lots over the past two decades as well as easy bidder registration for upcoming auctions and search capabilities for recent online auction results and highlights.

“We needed a facelift,” said David Kohler, president of SCP Auctions. “It was time for us to make a renewed statement about what we do best and that’s to sell important sports memorabilia and cards to collectors worldwide.”

As the company that has set world-record prices in several categories including a Babe Ruth circa 1920 game-worn New York Yankees road jersey for \$4.4 million, a 1909-11 T206 Honus Wagner baseball card for \$2.8 million and one of Jesse Owens’ 1936 Olympic gold medals from Berlin, Germany for \$1.4 million, SCP Auctions has reconstructed its online look and feel to engage users to peruse the site and fully understand the company’s far-reaching capabilities.

“People need to know that if they’re in possession of a vintage or sought-after piece of sports memorabilia that SCP Auctions offers them the best opportunity for financial reward if they decide to see it at auction,” added Kohler. “We hope our new website conveys that message.”

A newly added z-mag of the company’s latest catalog is now available online as is a brand new Blog that showcases the company’s achievements and record sales as well as important new consignments and company events. An impressive testimonials section from professional players who have consigned their personal collections to SCP Auctions like Julius Erving, Bob Cousy and Paul Hornung is also featured.

SCP Auctions’ 2015 Spring Premier is scheduled to start on March 25 with its consignments deadline fast approaching on February 13. The auction will be conducted online at [www.scpauctions.com](http://www.scpauctions.com). For more information, call 949-831-3700.

### ***About SCP Auctions***

*SCP Auctions, Inc. has been a leader in brokering and auctions of important sports memorabilia and cards since 1979. The southern California-based firm conducts three online auctions every year,*

*highlighted by its Premier Auctions in the spring and fall. Interested bidders can call (800) 350-2273 or visit SCP Auctions online at [www.scpauctions.com](http://www.scpauctions.com) for more information.*