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**ArtGalleryLive.com Appoints International Business-to-Business
Manager**

Wednesday, July 19th, 2000 - Ms. Elizabeth Mast, President of ArtGalleryLive.com Management Ltd. (CDNX:ALV) is pleased to announce the appointment of Ms. Michele Dowling as International Business-to-Business Manager.

Ms. Dowling will be responsible for continued development and implementation of the International Business-to-Business programs. This will include securing and supporting international partner art galleries, key publisher and private art dealer accounts, and will identify strategic partnerships for the company. In addition, Ms. Dowling will be managing all Public Relations to assist **ArtGalleryLive.com** to become the worldwide E-commerce leader in the art vertical.

Ms. Dowling joins **ArtGalleryLive.com** after her national position with E & J Gallo Winery Canada, where she was a lead Sales Manager. At Gallo, Ms. Dowling oversaw the hiring, training and development of sales representatives while managing key accounts, promotional campaigns, and industry events.

Ms. Dowling has had a solid and successful career in the wine industry and is highly experienced in the marketing and sales of high-end quality products. She is highly regarded as one of the industries top professionals.

Ms. Dowling is a graduate of the University of British Columbia with a Bachelor of Arts degree with a Fine Arts minor. Over the last few years, she has traveled extensively to visit renowned art collections at the world's leading museums and galleries. Ms. Dowling, with her extensive knowledge of the arts combined with her sales and marketing experience, is a welcome addition to **ArtGalleryLive.com's** dynamic management team.

ArtGalleryLive.com Management Ltd. is an e-commerce enabler focused specifically on the art market, operates an e-commerce website <http://www.artgallerylive.com>, and offers a range of business-to-business and business-to-consumer e-commerce and marketing solutions to publishers, galleries, dealers and collectors.

On Behalf of the Board of Directors,
ARTGALLERYLIVE.COM MANAGEMENT LTD.

"Peter Steele"

Peter Steele, CEO

For further information please contact: Kevin Brawley - 800-267-0209 - kbrawley@axisir.com

**WARNING: The Company relies upon litigation protection for "forward-looking" statements.
The Canadian Venture Exchange has**

not reviewed and does not accept responsibility for the adequacy of this press release

FOR IMMEDIATE RELEASE