



MEDIA RELEASE

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eBay Launches a New eBay.com.my

For an enhanced user experience

Malaysia, 13 November 2007 – eBay, the world's leading online marketplace, revamps its Malaysian site, introducing a new look and a host of enhanced features and tools to promote a better eBay experience for its Malaysian users.

According to a June 2006 survey conducted by ACNielsen International Research, there are close to 4,000 Malaysian sellers who use eBay as their primary or secondary source of income and an additional 5,164 Malaysians who sell on eBay to supplement their incomes.

The survey also revealed that using eBay as an online trading platform proved to be a great help when reaching out to potential customers, as 50% of all surveyed sellers chose that as the main reason for selling online. Having greater flexibility in work hours is another popular reason at 55%.

Now there are even more reasons for buyers and sellers to visit the local site (www.ebay.com.my) given the new features and functionality available – and it's still free to register, buy and sell on eBay.com.my.

At the new and improved eBay.com.my, shoppers can now enjoy easier, faster and more accurate searches with the *Advanced Search* tool which allows you to find items by Seller, Bidder or Item number and even search for your favorite store. The new *My eBay* centralizes all buying activity in one convenient location so you can view buying reminders and manage items that you are watching and bidding on. Categories that are popular among Malaysians include mobile phones, consumer electronics, toys & hobbies and clothing & accessories.

New Seller tools are also available to assist sellers in tracking and managing their businesses on eBay. For instance, the *Selling Manager* and *eBay Sales Reports* help sellers track their sales and see their summary of successful listings, enabling quick business decisions. Professional sellers can consider setting up an *eBay Store* to showcase their products and build their own brand on eBay or purchase optional *Listing Upgrade Features* to enhance their listings and attract more buyers. To be launched soon is a new selling tool, *Turbo Lister* which is designed to help sellers list a large quantity of inventory on eBay easily and quickly.



To increase interactivity amongst its members, the new eBay Malaysian site has enhanced its Community Hub. Here, eBay users can post thoughts or share photos with others using *eBay Blogs* or ask for advice and exchange best practices on the *Discussion Boards*.

In addition, to continue promoting a safe online trading experience for users, eBay.com.my has upgraded its online *Security and Resolution Centre*, where users can now easily report a problem or download the *eBay Toolbar with Account Guard* that alerts them when they are on a potentially fraudulent (spoof) web site.

According to Mr. Sam McDonagh, Director, eBay Southeast Asia, eBay places utmost importance on Community feedback, as can be seen through the new local site, which was created with feedback from users in mind.

“The enhanced features and functionality of the new site were introduced with the aim of better enabling our community in Malaysia to trade with one another as well as internationally. As the world’s leading online marketplace, eBay is here to promote and enable e-commerce in Malaysia within a safe and secure online environment,” said Mr. McDonagh.

About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.

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