



eBay Unveils “Ebay® Anything™ Points” Program

Innovative Program Gives Consumers Ability to Earn or Convert and Spend Points on eBay

SAN JOSE, CA, MAY 20, 2003 – eBay® is launching a new points-based member program designed to give consumers extra spending power when shopping on the world’s online marketplace.

Known as eBay Anything Points, the program gives members the opportunity to take advantage of special offers, and earn points to buy just about anything on eBay. Points are deposited into members’ PayPal accounts and can be applied as currency to purchase items in eBay’s more than 27,000 categories.

Already, Sprint, Hilton HHonors®, McAfee® Security, and Points.com have enrolled as participating partners in the new program.

“We are delighted to welcome Sprint, Hilton HHonors, McAfee Security, and Points.com, as our premier partners to the eBay Anything Points program,” said Don Albert, senior director of strategic partnerships for eBay Inc. “Our new program will enable participating companies to offer the thrill of the hunt – shopping on eBay, as a reward incentive to their customers.”

eBay aims to significantly increase the number of participating points companies and eBay user membership. “As part of developing the program, we want to reach out to corporate marketers and invite them to utilize our eBay Anything Points program as a way to reach more potential customers, increase sales, and build customer loyalty,” explained Albert. “We also want to grow the member base of the program, and allow our users to earn points through many different participating partners.”

Albert also highlighted that Anything Points are essentially a promotional currency, giving corporate marketers the flexibility to reward their customers with points that can be spent on practically any item on eBay.

How It Works:

Members can accumulate points in several ways.

i. Earn Points Through Promotional Offers from Participating Companies: Earning points is possible through specific participating partners, like Sprint and McAfee Security. At launch of the program, Sprint will promote consumer and small business discount domestic calling plans on eBay. Members who sign up for these Sprint calling plans will also earn Anything Points.

“Combining our competitive calling plan rates with value-added partner offers has proven to be a powerful one-two punch,” said Jeff Mott, vice president of marketing in the Mass Markets Organization at Sprint. “It’s an efficient and effective way for us to acquire and retain great customers. Combining the strong brands of Sprint and eBay is a win-win for both companies and our customers.”

In addition, McAfee Security will launch its Anything Points promotion next month, allowing McAfee Security home users to receive Anything Points as an added bonus when they purchase the company’s anti-virus, anti-spam, firewall or privacy services. “We see this alliance with eBay as a great opportunity for us to provide a comprehensive customer acquisition and retention program, with rewards that appeal to virtually everyone,” said Lisa Henderson, Vice President of Consumer Marketing, McAfee Security consumer division at Network Associates®.

ii. Earn Points Through Exchanges: Earning points is possible through participating hotel or airline miles programs. For example, Hilton HHonors members can now exchange their HHonors points for Anything Points and Anything Points into Hilton HHonors points.

“Participating in the eBay Anything Points program gives HHonors members unprecedented flexibility with their HHonors points,” said Jeffrey Diskin, president and chief operating officer of Hilton HHonors Worldwide.

Members can also earn points through one of the leading points exchanges, www.points.com. Points.com’s pointsxchange® has more than 35 partners, including leading airline, hotel and other loyalty program. Points.com members can take their frequent flier miles they’ve earned on leading airlines and exchange the miles for eBay Anything Points.

“This relationship offers exciting benefits for eBay’s 69 million registered users – and for the additional 125 million

member accounts represented by our pointsexchange® participants,” said Points.com CEO Rob MacLean. “Now eBay members have even more ways to earn the rewards they want.”

eBay Anything Points is free for members to enroll, and is currently offered to registered eBay users in the United States and Canada.

Members of the eBay Anything Points program accumulate points in a PayPal account. PayPal, an eBay company, is a global online payments service that enables individuals and businesses to send and receive payments using their email addresses. Each Anything Point deposited into a member’s PayPal account is equal to one cent. For example, every 1,000 points is equivalent to \$10.00, which can be applied to purchasing an item on eBay.

Additional information about the program is available at the new eBay Anything Points page at <http://anythingpoints.ebay.com>.

About eBay

eBay is The World’s Online Marketplace®. 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 offered for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world.