



eBay To Celebrate And Reward Half Billionth Listing

Company Milestone Proves Power of Trading Community

SAN JOSE, Calif., March 14, 2001 – eBay, the world’s online marketplace, is preparing to commemorate a major milestone this month – the posting of its half-billionth listing. eBay credits its global community of buyers and sellers for making the company one of today’s biggest Internet success stories. To mark the milestone and thank its users, eBay is holding the “Race to the Half Billionth” sweepstakes, which will celebrate the half-billionth listing.

In the past six years, eBay has grown from a site where collectors searched for hard-to-find items into a vibrant community of people who buy and sell items for every day use, from cameras and computers to cars and diamond carats. Now more than 22 million people are registered users on eBay, giving the site a “population” greater than that of Texas.

“The growth of our membership in such a short time is a testament to the power of the eBay community,” said Jeff Jordan, senior vice president, eBay U.S. “eBay has revolutionized the way we buy and sell, making it possible for two people from the same city or different parts of the world to connect in a trusted environment and make transactions in nearly 5,000 categories of goods and services.”

Race To The Half Billionth

In May 1997, the one-millionth item was sold on eBay – a Sesame Street® Big Bird toy. Less than four years later, in late March 2001, one or more of the millions of users will post the half-billionth item. No one knows who the seller or sellers will be, what item they will list or how the sale will occur—either in auction-style or in eBay’s new “Buy It Now” format. Regardless, the lucky persons who say “Yes, I eBay” may win more than just a check from the highest bidder.

Both buyers and sellers can win in the “Race To The Half Billionth” sweepstakes, at <http://www.ebay.com/promo/halfbillionth>, either by listing an item at the exact same time the half-billionth item is listed, or by correctly guessing when the listing will occur. First prize winners will be those people who guess the exact minute and second of the milestone or list an item at the exact same time the half-billionth item is listed will split a cash pool worth \$50,000. In addition, entrants who list within the hour of the half-billionth listing or guess the date and hour in which the half-billionth item is listed, will be eligible for the grand prize drawing for the Ultimate eBay Sellers Package, which includes everything needed to be a success at online trading. The package includes:

- New IBM flat screen PC and HP 2100SE laser printer
- Canon S100 Digital Camera from Ritz Camera.
- \$1,000 rebate on shipping from UPS
- Free eBay Picture Services, powered by iPIX, for one year – up to \$1,000
- Lifetime membership to the SquareTrade Seal Program
- Leather Java Jacket & Java Tutor: Java Programming for non-Programmers from Sun Microsystems
- eBay specialty items

eBay Ambassador Jim Griffith will hand deliver the prize package, and offer the lucky winner a one-day personalized eBay tutorial, filled with invaluable tips and hints on how to get the most out of eBay.

About eBay

eBay (NASDAQ:EBAY; www.ebay.com) is the world’s largest online trading community. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and small businesses. On any given day, there are millions of items for sale on the site across thousands of categories. eBay enables trade on a local, national and international basis with local sites in 60 markets in the U.S. and country specific sites in the United Kingdom, Canada, Germany, France, Italy, Austria, Japan and Australia. With the acquisition of Half.com in July 2000, eBay’s community now benefits from a marketplace combining traditional auction and fixed-price trading.

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