



RECORD LISTINGS ON EBAY'S HALF.COM CROSS 8 MILLION ITEM MARK

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San Jose, Calif. and Plymouth Meeting, Penn., November 29, 2000 – Half.com, an eBay company (Nasdaq: EBAY), today announced current item listings increased to more than 8 million, a new record representing a 60 percent increase from two months ago. In addition, the site reported repeat purchases comprise more than 60 percent of sales, while the company continues to attract large numbers of new registered users. The company also announced an agreement with 24/7 Media (Nasdaq: TFSM) that is expected to maximize online advertising sales on its site.

“Since its January launch, Half.com has become the fastest-growing and largest fixed price person-to-person marketplace on the Internet,” said Meg Whitman, president and CEO, eBay. “We are very pleased with Half.com’s first year performance and believe their contributions will greatly enhance eBay’s expanding trading platform.”

“In the past month, a book was listed every second and a CD was listed every eight seconds on the site,” said Joshua Kopelman, Half.com’s president and founder. “Consumers are learning quickly they can find incredible price discounts on books, movies, music and games at Half.com and, at the same time, easily make money by selling the items they no longer need or want.”

24/7 Media, one of the largest global marketing and technology solutions companies, is now working closely with Half.com to help develop the site’s advertising strategies and to serve ads to the Half.com marketplace. “We are continually looking for new and innovative ways to provide our growing community with the most vibrant fixed-price marketplace to buy and sell,” Kopelman continued. “Our new relationship with 24/7 Media, alliances with partners such as buy.com, and special offers to our customers on Half.com help us deliver greater product selection, the best pricing and increased exposure to new channels of buyers and sellers.”

Half.com also continues to show strong traffic growth as reported by independent Internet monitoring companies. According to PCData Online, for October 2000 Half.com was ranked as the 7th most trafficked shopping site and the 2nd most trafficked Books, Movie and Music site. In addition, the company’s innovative business model continues to gain recognition. Half.com has just been named a finalist in the Software & Information Industry Association’s 2001 Codie Awards competition for Best E-Commerce Web Site Innovation.

As the company heads into the busy holiday shopping season, the “Wish List” becomes a popular site feature that creates an instant demand database and drives repeat business. Every 13 seconds a Half.com buyer adds an item to their “Wish List.” When the item becomes available on the site, the interested buyer receives an email message with a direct link to the requested item.

About Half.com

Half.com, an eBay company, is the largest fixed price person-to-person marketplace where people can easily buy and sell new and previously owned products, combining the bargains of an auction with the ease of a retailer. Founded in July 1999, the company’s expanding marketplace currently includes books, CDs, movies and video games, and the site is quickly becoming a premier e-commerce destination. Half.com’s phenomenal growth and complementary business model drew the attention of eBay, the world’s largest personal online trading community, which acquired Half.com in July 2000. Half.com can be reached by telephone at 1-888-TRY-HALF, or on the Half.com Web site at <http://www.half.com>

About 24/7 Media

24/7 Media Inc. is a leading global provider of end-to-end interactive technology and marketing solutions and services for Web publishers, online advertisers, advertising agencies, e-marketers and e-commerce merchants. 24/7 Media provides a comprehensive suite of media and technology products and services that enable these client groups to attract and retain customers worldwide, and to reap the benefits of interactive and other electronic media. Our solutions include advertising and direct marketing sales, ad serving, promotions, email list management, email list brokerage, email delivery, data analysis, loyalty marketing, wireless and convergence solutions, all delivered from our industry-leading data and technology platforms. Our 24/7 Connect ad serving technology solutions are designed specifically for the demands and needs of advertisers and agencies, Web publishers and e-commerce merchants. Based in New York, 24/7 Media Inc. has offices in 51 cities in 29 countries. For more information, please visit www.247media.com.

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