



PayPal Global Survey Reveals that Mexicans Will Be the Biggest Gift Givers on "Love and Friendship Day"

Mexico City, Mexico - January 28, 2009 - Mexicans top the list of the world's most generous gift-givers on "Love and Friendship Day," according to PayPal's third annual "Can't Buy Me Love" international survey. The research, conducted by international market research firm Ipsos, examined scintillating topics around love and money in Australia, Canada, Italy, Mexico, Netherlands, the United Kingdom and the United States.

The results revealed that despite the global recession, about 80 percent of Mexican couples and 71 percent of Mexican singles said they are planning to give a gift this "Love and Friendship Day," the highest percentage out of all regions surveyed. In the United States, by comparison, 71 percent of couples and 47 percent of singles said they would do the same.

"The study proves that Mexicans are not afraid to spend their money to demonstrate their love and appreciation on 'Love and Friendship Day,'" said Adolfo Babatz, business manager for PayPal Mexico. "Even during these tough economic times, consumers are showing that love truly has no bounds-not even economic."

Can Money Buy Love?

Over two-thirds of gift-givers in Mexico said they will spend over MXN \$250 on gifts to celebrate "Love and Friendship Day," primarily giving to love interests (51 percent) and friends (27 percent). The top three gifts for Mexican couples included dinner, clothing and flowers. When questioned on who should pay for dinner, 58 percent of those surveyed believed that the man should foot the bill on the first date. However, in the majority of the other countries surveyed, respondents said that the bill should be split in a more egalitarian fashion-noting that either both parties or the party who initiated the date should pay.

Finding True Love

When asked what celebrity they would most want to take out on a romantic date on "Love and Friendship Day," men selected Shakira (33 percent) and Barbara Mori (32 percent) as their top picks, while women were torn between Alejandro Sanz (37 percent) and Miguel Bose (30 percent).

The results also showed that those who aim to find a real-life partner often take their chances online-53 percent of respondents from Mexico said that they had visited an online dating site. By contrast, their neighbors to the North were among the least likely to visit online dating sites: Canada (22 percent) and United States (23 percent).

But, for Mexicans, perhaps the greatest love of all is food. When asked about their biggest vice, men chose food (35 percent) as their top indulgence, while women said it was a close call between shopping (43 percent) and food (42 percent).

To help facilitate the exchange of presents on "Love and Friendship Day," PayPal has launched promotions with the following retailers: Sanborns, Mixup, Plaza VIP, Inova, Algo Especial, floralliance.com, amorosas.com, Blockbuster and Sears, among others. For a full list of special merchant promotions, consumers can check out www.paypal.com.mx/amor or www.paypal.com.mx/love.

About the Survey

The PayPal "Can't Buy Me Love" Survey was conducted by Ipsos from December 9th, 2008 to December 19, 2008 via email invitation to online panelists. The total sample size was 7,000 adults, evenly divided between Australia, Canada, Mexico, Italy, the Netherlands, the United Kingdom and the United States.

About PayPal

PayPal is the faster, safer way to pay and get paid online. The service allows members to pay without sharing financial information and gives consumers the flexibility to pay, using their account balances, bank accounts, or credit cards. With more than 70 million active accounts in 190 markets and 19 currencies around the world, PayPal enables global ecommerce. PayPal is an eBay company (Nasdaq: EBAY). More information about the company can be found at <https://www.paypal.com>.

PayPal is headquartered in San Jose, California. Its European headquarters are in Luxembourg and its international headquarters (PayPal Private Limited) are located in Singapore.

Media Contacts:

Amilcar Cruz

e-Beacon Communication/de la Group PR, for PayPal

acruz@e-beaconpr.com

044-554-064-4874

Lourdes de la Torriente

de la group PR, for PayPal

lourdes@delagroup.com

305-663-8334

Charlotte Hill

PayPal

Chill@paypal.com

408-967-5754