



eBay Previews eBay Express

Convenient Way for Shoppers to Buy New Products at Fixed Prices

SAN JOSE, Calif., April 24, 2006—eBay today announced the launch of eBay Express (www.ebayexpress.com), a new website found within the eBay marketplace that provides U.S. shoppers an easy way to find new items at fixed prices from qualified eBay merchants. During the site's preview phase – which starts today and will last a period of several weeks – eBay Express is fully functional while the company continues to gather user feedback and make enhancements.

eBay Express is geared toward convenience-oriented online buyers who typically buy new items and want to make their purchases quickly, without waiting for an auction-style listing to end. The site launches with a broad selection of items, representing a subset of items from the eBay marketplace that meet certain criteria. From cookware to designer jeans and golf clubs to wristwatches, eBay Express has a broad selection of new products at great prices.

eBay Express features items from U.S.-based eBay merchants who sell items at fixed prices and accept PayPal. Only sellers who have a history of selling successfully on eBay with a positive feedback score of 98 percent or greater, and total accumulated feedback of 100 points or more, are eligible to sell on eBay Express.

"eBay Express is for buyers who prefer a more conventional online shopping experience," said Bill Cobb, president, eBay North America. "We think eBay Express will attract new buyers to eBay and inspire existing buyers to use eBay even more. We're excited to team up with our most experienced eBay sellers to deliver a simple, easy and convenient shopping experience through eBay Express."

As the first time eBay has offered an online shopping cart, eBay Express makes it easy to pay for all items from multiple merchants with a single click using a credit card or PayPal. All payments are secure and covered by purchase protection on eBay Express, which allows U.S.-based buyers to recover the full purchase amount from merchants who do not deliver items as promised. eBay Express is designed to meet the needs of convenience-oriented buyers with its rich photography and a clean look and feel. The new search engine within eBay Express is very intelligent and simple to use. It returns search results based on relevance and learns based on user selections. In addition, users can browse within the easily navigated channels such as Apparel & Accessories, Computers and Musical Instruments.

eBay.com items from qualified sellers that meet listing criteria will automatically also appear on eBay Express, unless sellers choose to opt out. Merchandise from many of the most popular categories on eBay.com will be available on eBay Express, such as Apparel, Books, Computers, Consumer Electronics, Health & Beauty, Home & Garden, Jewelry & Watches, Sports Memorabilia, and more.

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.

The World's Online Marketplace®.

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