



eBay Names LiveWorld as Provider of Community-Based Marketing Services

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CAMPBELL, Calif., May 23, 2001 – LiveWorld, Inc. (www.liveworld.com), formerly Talk City Marketing Group (OTCBB: TCTY), a leading provider of online relationship marketing services, announced today that it has been selected by eBay Inc. (NASDAQ: EBAY; www.ebay.com), the world's premier online trading community, to be eBay's provider of community-based marketing services. The agreement will give eBay the ability to rapidly scale the range of interactive services it provides to its international user community, including moderated forum-based discussions and online polls. "Under the multi-year agreement, LiveWorld will provide it's services to eBay including community discussion forums covering specific local language implementations for the United States, England, Australia, Canada, France, Germany, Italy and Spain."

"We are pleased to be working with LiveWorld and providing eBay members with a host of new and exciting community features," said Bob Hebel, eBay Vice President of Categories and Community. "LiveWorld has an outstanding track record in producing and delivering compelling community features and interactive dialogue which will enhance the user experience for our 29 million members."

Since 1996, LiveWorld has provided online relationship marketing services using community-based applications to more than 100 Fortune 1000 organizations, including industry leaders such as Disney, Time Warner, American Express, Sears, Kodak, NBC, ABC, HBO, American Express, Chrysler, Toyota, BMW, Home Depot, The Gap, Starbucks, Coca-Cola, Palm, and IBM. In addition to webcast events, chat, discussions forums, and club tools; the Company's integrated suite of services includes ongoing market research for evaluation of customer relationships, community moderation and consulting services.

"We are extremely proud to be working with eBay in bringing a new range of services to one of the online world's most passionate and dedicated user communities," said Peter Friedman, chairman and CEO of LiveWorld. "We look forward to helping eBay reach out to its community and helping eBay members reach out to each other in new and innovative ways."

About LiveWorld

LiveWorld is the leading provider of online relationship marketing services that help Fortune 1000 companies reduce their costs, increase their revenues, and strengthen customer relationships. LiveWorld's services enable marketers to target, acquire, and retain high-value customers. LiveWorld is headquartered in Campbell, California, and can be found on the Web at www.liveworld.com.

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