



EBAY LAUNCHES NEW INITIATIVE TO PROVIDE EXPANDED E-COMMERCE SOLUTIONS

SAN JOSE, CA, November 20, 2000 - eBay[®], the world's leading online trading community, today launched the eBay Application Program Interface (API) and developers program, which will allow other companies to leverage eBay to drive their own businesses. The groundbreaking initiative will initially be rolled out to a select number of licensed eBay partners and developers.

"Our new API has tremendous potential to revolutionize the way people do business on eBay and increase the amount of business transacted on the site," said Brian Swette, eBay's chief operating officer. "By openly providing the tools that developers need to create applications based on eBay technology, we believe eBay will eventually be tightly woven into many existing sites as well as future e-commerce ventures."

The API will provide three basic benefits. First, it will allow eBay to be fully integrated into sites across the Internet. A new site will be able to use the eBay commerce engine to power its business, eliminating time and money from the start-up process. For example, a site selling musical instruments through eBay utilizing the API would dramatically reduce the cost of its technical infrastructure as well as leverage eBay's base of nearly 19 million registered users.

As a second benefit, the API will allow eBay and its commercial partners to more easily and quickly expand its services to new devices, such as wireless telephones and handheld computers. Finally, the new platform interface will improve the user experience by allowing more companies to provide services to eBay users.

"There are already dozens of companies and hundreds of applications that rely on our site," said Maynard Webb, president of eBay Technologies. "Our new interface will provide much needed standardization. Existing applications will run more reliably and more and more companies will be able to easily and seamlessly weave the eBay marketplace into their business models."

Additional information about the program is available at <http://developer.ebay.com> .

About eBay

eBay (<http://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 listed on the site across thousands of categories. eBay enables trade on a local, national and international basis with local sites in 53 markets in the U.S. and country specific sites in the United Kingdom, Canada, France, Germany, Japan and Australia. With the acquisition of Half.com in July 2000, eBay's community now benefits from a marketplace combining traditional auction style trading and Half.com's set-price trading.

Forward Looking Statement

This announcement contains forward-looking statements that involve risks and uncertainties. Actual results could differ materially from those discussed. Factors that could cause or contribute to these differences include, but are not limited to, acceptance of the API by third party developers and businesses, the necessity of continued technical development of the API, and legal issues that may arise from the API program. More information about potential factors which could effect eBay's business and financial results is included in eBay's Form 10-Q for the period ended September 30, 2000 and its Form 10-K for the year ended December 31, 1999 under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations." All forward-looking statements are based on information available to eBay on the date hereof, and the Company assumes no obligation to update such statements.