



Photo Caption: Kerry Wong (left), Managing Director, eBay Hong Kong; and PCCW Directories Ltd, eBusiness Vice President, Joseph Yii celebrated the launch of eBay Stores

For Immediate release

eBay Unveils a New Way for SMEs to Sell Online through eBay Stores

PCCW Directories Customers First to Taste the new Trading Experience

Hong Kong, May 25, 2006 – eBay Hong Kong yesterday announced the launch of eBay Stores, a tailor-made online shop for sellers with advanced features. PCCW Directories Ltd., in light of its ready-to-commerce strategy, will include eBay Stores as a part of Internet Yellow Pages' web packages.

eBay Stores is an established and popular feature used by sellers on other eBay sites worldwide. As of March 2006, eBay hosted approximately 486,000 stores worldwide, with approximately 247,000 stores hosted on the U.S. site and 239,000 hosted on eBay's international sites.

To encourage the growth of online commerce among SMEs sector, eBay Hong Kong has partnered with PCCW Directories Ltd to include eBay Stores as a part of Internet Yellow Pages' web packages. SMEs represent more than 98% of businesses in Hong Kong and employ around 60% of the working population in the private sector.

"To most SMEs, e-commerce may still remain complex and challenging," said Kerry Wong, Managing Director of eBay Hong Kong. "It's clear that more SMEs are looking for more professional and user friendly ways to expand their e-commerce business. With the help of eBay Stores, companies can now set up their online stores in a simple, hassle-free way, and be able to reach over 193 million eBay members around the world."

PCCW Directories Limited and eBay Hong Kong target those customers who want to operate a business online and benefit from additional revenue, but do not want to utilize existing resources to manage the online portion of their business that will take the focus away from offline operations.



"We always strive to maximize investment returns for our advertisers, and as such, through our business collaboration with eBay, our advertisers can overcome the entry barriers to compete on an equal footing with large corporations in the e-commerce field," said PCCW Directories Ltd. eBusiness Vice President, Joseph Yii. "Advertisers now can enjoy the combination of Internet Yellow Pages as the best partner for one-stop media buying, and eBay as the global leader in e-commerce, while our Company could further demonstrate the ready-to-commerce capability." added Mr. Yii.

eBay Stores is one of the many new features introduced to the eBay community this month (May 2006). eBay received countless requests from its community for many of the expanded features that exist on eBay's other worldwide sites. The new features made public in May incorporate many of these requests.

Buying and selling on eBay.com.hk is free and will remain so for the foreseeable future. Over time, eBay will add new features to the site to enhance the experience. Some of these will include upgrade opportunities for sellers – these will be optional and have a nominal fee for those that would like to use them. eBay will give its community advance notice when it plans to launch these types of features.

For more details, please visit www.eBay.com.hk.

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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.

eBay is The World's Online Marketplace®.