



**Treasure Hunt Fever on eBay.com.hk:**  
<http://content.eBay.com.hk/treasurehunt/>

For Immediate release

## **eBay and PayPal Launch Local Football Fan Movement**

***Over HK\$120,000 in prize money to be claimed in the 2<sup>nd</sup> Annual Treasure Hunt***

**Hong Kong, May 30, 2006** – eBay Hong Kong today announced the launch of its second annual treasure hunt on eBay.com.hk, which this year is jointly organized by PayPal. Over HK\$120,000 in prizes are available for all eBay members from now till June 30, 2006. In celebration of eBay's global sponsorship of the Trinidad and Tobago national football team, the treasure hunt this year incorporates a football theme in all of the treasure hunt clues.

The treasure hunt will feature two phases:

Phase I- May 30 to June 9

Phase II - June 19 to June 30

### **Steps to Win...**

Step 1: Become an eBay member, or login using your existing eBay user ID

Step 2: Visit to <http://content.eBay.com.hk/treasurehunt/> to get the hint to the Grand Prize\* and the daily prize \*\*

*\* the clue to the Grand Prize is hidden in a picture this year.*

*\*\* the clue to the daily prize is a word*

Step 3: With the clue, match this to a listing on eBay. Good Luck!

### **Prizes...**

<b>Grand Prize:</b>	HK\$50,000 from PayPal in online spending money
No. of Grand Prize:	2 (one in each phase)
Remarks:	If no one wins the grand prize in Phase I, the HK\$50,000 PayPal prize will be carried over to Phase II
Daily Prize:	Valued at HK\$1,000
No. of Daily Prize	20
Remarks:	If no one wins the daily prize on a particular day, this amount will still

be available on eBay.com.hk for the duration of the Treasure Hunt game until it ends on June 30, 2006. Clues to the daily prizes will be posted on eBay.com.hk every Monday to Friday.

"Our treasure hunt campaign has proven to be a fun way to inspire our users to discover the millions of items on eBay that they can buy," said eBay Hong Kong Managing Director Kerry Wong, citing the 2005 campaign's impact of a 50% increase in site activity. "This year's treasure hunt involves the newly launched eBay.com.hk website with more features for buyers to search and browse items on eBay, so we expect even more participation from our community."

In mid-May [eBay.com.hk](http://www.eBay.com.hk) launched its new website, incorporating a range of additional features for both buyers and sellers. The local website remains free of charge for buyers and sellers. Local sellers now can sell fixed price items in an eBay Store, and use the Turbo Lister product when selling hundreds of items on the site.

***More information about the sponsorship of the Trinidad and Tobago national football team***

*eBay is the official partner of the "Soca Warriors," the Trinidad and Tobago national football team taking part in the 2006 FIFA World Cup™.*

*With a host of exciting "Soca Warriors" events and attractions planned to mobilise its global community of 193 million members, eBay is hoping to make Trinidad and Tobago Soca Warriors, led by head coach Leo Beenhakker, the most supported team in the 2006 competition.*

*Anyone wishing to cheer on the Caribbean kickers at their first 2006 FIFA World Cup™ outing can register their support at <http://www.eBay.com.hk> where, under the banner, "Small Country, Big Dream," eBay will mobilise support from around the world as fans join together to support the smallest team at the 2006 FIFA World Cup™. The special promotion page of the Fan Movement for the Trinidad and Tobago national team will be launched on eBay.com.hk on June 5. Stay tuned.*

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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®.

### **About PayPal**

Founded in 1998, PayPal, an eBay company, enables any individual or business with an email address to send and receive payments online securely and easily using a bank account, credit card or stored balance. Because PayPal allows customers to shop online without sharing their financial information with merchants, privacy is built into the service. PayPal has more than 105 million accounts and is available to users in 55 markets around the world. More information about the company can be found at <https://www.paypal.>