



For immediate release

eBay Live! Reached Record Attendance with 15,000 eBayers
A 3-Day Annual Gathering of eBay Users from over 35 Countries at Las Vegas

LAS VEGAS, NEVADA, June 22, 2006— eBay Live!, the annual community conference of thousands of eBay users from around the U.S. and the world, was successfully held on June 13-15 at Mandalay Bay Hotel and Convention Center in Las Vegas. On June 13, a keynote address by eBay President and CEO Meg Whitman, and eBay North America President Bill Cobb, kicked off the fifth annual eBay Live!, which this year sold out for the first time.

At the keynote speech of eBay Live!, Whitman unveiled the company's first integration of Skype online communications within eBay.com, and invited sellers to participate in a pilot program that lets them include a "Skype Me" button on listings in 14 categories across eBay.com. Beginning mid-July, the Skype pilot will enhance the way people communicate and trade on eBay.com.hk, especially in higher-priced categories and on items requiring more detailed negotiation - namely automobiles; business and industrial; and other services.

With more than 15,000 attendees, eBay Live! hosted more than 130 exhibitors and 173 classes, panels and forums that provided strategies and advice on using eBay. eBay Live! classes are geared towards the full range of experience levels – from those who have never bought or sold on the site to people who run full-time businesses selling on eBay.

Each year, eBay Live! attendance numbers have increased. This year is no exception. A record number of attendees from 35 countries forced eBay to close registration on site, as the event reached its capacity level two weeks prior to the opening day.

"eBay Live! gives our community members a chance to connect with one another and learn to be more efficient and successful buyers and sellers on eBay," said Cobb. "eBay Live! is like a huge family reunion that brings back our community members year

after year. eBay is grateful for the support of these community members as well as our numerous corporate sponsors.”

“We can’t believe how big it is! This is fantastic!” said Matthew Tang, Raymond Yim and Tim Wong, members of the winning team, “Dailo Tim”, from the eBay eBusiness Development Competition held by eBay Hong Kong earlier this year. “This is first time attending eBay Live! This experience has opened so many doors and has given us the excellent opportunity to talk with successful Power Sellers from different countries and understand more about the key to success of international trading. Thank you so much to eBay Hong Kong for giving us this wonderful experience.”

eBay Live! is more than just a marketing opportunity for eBay and its community members. The event has grown into a family reunion – a chance for eBay lovers of all ages and backgrounds to come together for a common interest. The following are some interesting quotes from the community:

- *“We planned our honeymoon around eBay Live!,” said newlywed and first-time eBay Live attendee Kim Chalfont. “Even our wedding showcased our love for eBay. We purchased my wedding dress and party favors from eBay and I plan on selling some of the gifts we get on eBay too.”*
- *“Yes, eBay Live! has something for everyone and each year the crowd gets a little bigger. But one thing always remains the same...the feeling of community.”*
- *“We’ve been to every single eBay Live!,” says Debbi Verkaik from Bellflower, Calif., who attended the event with her 70-year-old mother. “Every year we can’t wait to come back. It’s the chase of collecting the pins and meeting so many new people.” The duo even added two new members to their group – the four ladies showed up each dressed in one of the four eBay colors.*

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®.

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This press release is distributed by Upstream Asia on behalf of eBay Hong Kong. For any enquiries, please contact:

Photo Description:



eBay president and CEO Meg Whitman gave a keynote speech at eBay Live!



All 15,000 eBayers were greeted by over 700 eBay staff on the red carpet at eBay Live!