



Photo download:

- *The map of the location 1: The Peak*
- *The map of the location 2: Ashley Road, TST*
- *Certificate presented by promotion girl to the winner, Lau Yue Hin*

For Immediate release

The hunt for eBay treasure ends with a \$50,000 prize on Ashley Road

Month-long event sees contenders take activity both online and offline

Hong Kong, July 3, 2006 – Only minutes separated the first and second place finishers in eBay Hong Kong's second annual treasure hunt, which ended on Saturday 1 July in Tsim Tsa Tsui. Thousands of online participants spent two weeks looking for a hidden listing on the eBay site that would direct them to the offline location, and claim the grand prize of \$50,000 in PayPal spending money.

Each weekday, eBay released a daily clue to its treasure seekers that would direct them to a listing on its site, with a value of \$1,000. The grand prize clue was released at the start of the campaign's second phase. It took users over one week to crack the clue, and in the end 40 users qualified for Saturday's offline treasure hunt. A total of \$120,000 in prize money was awarded over the entire two phases of the campaign, which spanned the month of June.

"Our second treasure hunt has been a major success in acquiring new members to the eBay community, and engaging our existing members for hours at a time," said Kerry Wong, Managing Director for eBay Hong Kong. "The game is even better this year with our new local website, which makes it easier for participants to search for items, or use our updated browsing features."

The second annual instalment of the treasure hunt coincided with eBay's global sponsorship of the Trinidad & Tobago football club in this year's World Cup. Each daily clue related to a nation in the World Cup finals, and the grand prize clue was a picture that related to France star Zinedine Zidane.



The Online Clue of HK\$50,000 in PayPal Spending Money:

Answer: Mediterranean Sea -> Zinedine Zidane -> Real Madrid Zinedine Zidane jersey for kids

http://cgi.ebay.com.hk/ws/eBayISAPI.dll?ViewItem&item=320001503436&ru=http://search.ebay.com.hk:80/320001503436_W0QQfromZR40QQfviZ1 Zidane jersey

Lau Yue Hin (eBay ID: jell9531260) aged 18 who is a secondary school student, said excitedly, "The eBay Treasure Hunt is an interesting and challenging game. Spending 4 days to crack the online clue, and with the effort of my family members and friends, I managed to find the offline location on the Peak and Ashley Road in TST within 3 hours."

Many eBay members took to the site's discussion boards to share tips on searching, or hints to finding the hidden listings. Over 400 single comments were recorded in the span of the campaign.

The final treasure map was emailed to qualified participants at 9 a.m. on Saturday. The map directed participants to a checkpoint at the Peak. In order to get a second map that would lead them to the final checkpoint station, participants had to find a person wearing a football jersey of one of the final 8 teams in this year's World Cup, and take a photo with this model to gain entrance to the second checkpoint at Ashley Road.

The final challenge of the treasure hunt involved participants identifying a scooter parked along Ashley Road, decorated in eBay Hong Kong branding. Those who made it to the location had to choose the right ignition key from a selection of 32 keys to start the scooter. The correct key was decorated with the Trinidad & Tobago national flag.

"It's really fun having a game span online & offline, and I can't wait to play this again next year!" added Lau.

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>.

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