



## **eBay Hong Kong Expands Its Local Online Trading Community to Include English Language Users**

*The world's largest online marketplace responds to local community requests and launches the beta version of an English language site*

**Hong Kong, September 3, 2007** – eBay, the world's largest online marketplace, today announced the much anticipated launch of the English language version of its Hong Kong site.

The company is responding to the needs of the community and the increasing requests from its users to create an English site in Hong Kong. The new beta site will give eBay Hong Kong members the option of registering, searching, bidding and selling in English language. More features will be added in the coming months to create a full English language experience for eBay Hong Kong members.

"Since eBay came to Hong Kong three years ago, we have been listening carefully to our members here," said Kerry Wong, Managing Director, eBay Hong Kong. "We started by building our local brand, creating a community of members, engaging that community with innovative and fun campaigns, and now we are starting to build an English version to give Hong Kong users more choice when trading items on the site."

The English site will have obvious benefits for members in Hong Kong who cannot read Chinese. It will also give the local eBay community greater access to eBay's worldwide market of 241 million members. The beta English language version will further facilitate cross-border trade in Hong Kong by allowing local members to easily interact with overseas sellers in the eBay community.

Furthermore, the new site will allow Hong Kong buyers to filter listings based on the seller accepting PayPal as the payment method. PayPal is an eBay company that enables any individual or business with an email address to securely, easily and quickly send and receive payments online. PayPal is used in the vast majority of cross-border trading on the eBay platform, where millions of items are traded each day.

Visit the beta version of the eBay Hong Kong English site at: <http://english.eBay.com.hk>

### **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®.