

FOR IMMEDIATE RELEASE

Profit from award-winning seller advice at eBay Live

Clearwater, FL (June 17, 2004)—Inexperienced and budding online auctioneers can visit with the eBay Elite, a group of veteran, high-volume and high-revenue sellers, at the upcoming eBay Live event, June 24th to June 27th, 2004, in New Orleans. While eBay offers entrepreneurs an automatic marketplace, there is no guarantee of automatic or long-term success. The 520 members of the eBay Elite earned their positions as top sellers the hard way. When it comes to the unique challenges inherent in this online auction wonderland, these die-hard dealers have been there, done that, and are eager to share with the rest of the eBay seller community. Why? Because eBay is the bread and butter of their bottom-line, and they want to do whatever they can to keep the phenomena alive and well.

The faster new auctioneers can get their business engine to click, the sooner they'll see black—even green. How do you stand out among the over 16M items for sale in 27 categories, and do so profitably? How do you protect yourself against excessive non-paying bidders? What's the best way to manage your overhead to keep your costs down? These are just some of the difficult questions you can address to the eBay Elite booth participants, some with award-winning expertise.

Take A City Discount, the proud recipient of eBay's 2003 'Best Merchandiser' Award. Or Jay and Marie, recognized for the 'Most Feedback'. Reliable Tools was honored for their 'Industrial Leadership'. Both Anthony Campo, owner of AC Trading and John Stack, owner of A City Discount recently participated in the United States of eBay event in Washington, DC, to lobby congress on issues important to the well being of their companies and eBay.

According to Joe Cortese, founder of the eBay Elite and owner of Noblespirit, the prestigious group is here to serve. In addition to their booth at eBay Live in New Orleans, they're sponsoring a Seller Spectacular from 8 p.m. to 11 p.m., June 24th, at the Aquarium of the Americas. Proceeds will benefit the Disabled Online Users Association (DOUA).

To shift your online auction business into high gear and avoid costly mistakes, meet these, and other models of eBay success at eBay Live in the Big Easy. The net benefit is that both buyers and sellers can look forward to finding what they're looking for on eBay for many years to come.