



PRESS RELEASE

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RELIABID LAUNCHES BUSINESS-TO-BUSINESS (B2B) PLATFORM SERVICES

(WASHINGTON, DC) November 19, 2007—ReliaBid hosted a selection of Washington, DC's leading business leaders and IT professionals on the occasion of the unveiling of its business-to-business (B2B) services platform.

As ReliaBid's payment security and fraud prevention solutions continue to gain widespread popularity amongst eBay merchants, the demand for expanding ReliaBid's services to other ecommerce venues has been on the rise. The release of ReliaBid's B2B solution paves the way for the deployment of an API-driven ReliaBid solution to ecommerce sites in over 20 countries worldwide.

ReliaBid also announced that its B2B service will serve as a platform solution as the company expands its suite of services over the coming 24 months. The platform would enable auction and ecommerce sites to seamlessly integrate any and all of ReliaBid's services through a unified Software as a Service (SaaS) solution.

ABOUT RELIABID

Founded in 2004, ReliaBid is the leading provider of payment security, fraud prevention and receivables management services for ecommerce transactions. The company has protected over \$1 billion in online auction transactions—with over 500,000 listings bearing the state-of-the-art ReliaBid seal. Since its launch, ReliaBid's innovative solution has helped online businesses reduce their incidence of payment fraud by over 90 percent. Headquartered in the Washington, DC metropolitan area, ReliaBid is a proud member of the Northern Virginia Technology Council and the Better Business Bureau.

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