



PRESS RELEASE

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RELIABID'S SIGNATURE PROGRAM TO OPERATE UNDER THE 'BID ASSURE' SERVICE NAME

(ARLINGTON, VA) December 3, 2008 – ReliaBid announced today that its long-standing Signature program would begin operating under the service name 'Bid Assure', effective January 2009.

The flagship service was initially launched on the eBay platform at eBay Live! 2005. It has since grown into the most widely-adopted peer-to-peer payment security solution on the web—having been integrated into a multitude of auction sites and ecommerce platforms—the most recent of which was OnlineAuction.com less than one month ago.

Having operated under the Signature name for several years, the change in the service name will pave the way for the introduction of two new ReliaBid services—due in early 2009. Bid Assure will maintain all of the same features as the ReliaBid Signature program and operate under the same pricing structure. Existing members will not experience any interruption of service as the new service domain <http://bidassure.reliabid.com> is introduced in January.

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 \$2 billion in online auction transactions—with over 1 million 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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