

## PRESS RELEASE

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### RELIABID SERVICE GOES LIVE ON ONLINEAUCTION.COM

(GRANTS PASS, OR) October 2, 2008—ReliaBid's Signature payment security service was launched on OnlineAuction.com today, instantly providing OLA's thousands of sellers with access to the only proven solution for eliminating unpaid items from their transactions.

With the OnlineAuction.com site now boasting 18 million items for sale every day, the deployment of the ReliaBid service marks an important step towards an elevated standard for transaction integrity on one of the web's largest trading platforms. ReliaBid's Signature program was fully customized to the OLA marketplace, with sellers able to sign-up to the program using a simplified enrollment process that is accessible directly within their OLA seller management account.

In keeping with OLA's low-fee structure, the ReliaBid service will be offered at a flat-rate monthly fee of \$5, representing ReliaBid's lowest-ever price for its Signature service. OLA sellers will benefit from automatic insertion of the latest ReliaBid seal—developed on an exclusive-basis for the OnlineAuction.com marketplace. The OLA-only seal was unveiled on the ReliaBid website today and is expected to debut on OLA.com before the day's end.

#### **ABOUT ONLINEAUCTION.COM**

OnlineAuction.com ("OLA") is the world's foremost low-cost auction trading platform. The company has quickly emerged as one of the fastest-growing online auction sites—with over 12 million listed items at any given time. OLA allows sellers to list unlimited items for \$8 a month; thus eliminating per-item listing fees, final value fees (commissions) and other charges imposed by other online sites. As OLA continues to expand its user base, it has maintained a great record innovation—offering unique search capabilities, auction formats and site tools. Headquartered in Grants Pass Oregon, OLA is a proud member of Rotary International and the Better Business Bureau.



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### 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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