

PRESS RELEASE

FOR IMMEDIATE RELEASE

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CONSUMER PRIORITY SERVICES AND RELIABID ANNOUNCE WARRANTY FEED PARTNERSHIP

(ARLINGTON, VA) January 1, 2009 – ReliaBid and Consumer Priority Services (CPS) announced today that both companies are collaborating on the release of a new service that is scheduled for launch later this month. The partnership, established under a joint-venture with Warranty Feed, was formally signed in November and brings together two companies with an established record of success and innovation within the transaction security and trust segments.

“We are thrilled to be working with a partner which both retailers and consumers have come to rely upon as a leader within the extended warranties segment,” reveals Mohamed Ismail, President of ReliaBid. “We believe that there is a strong demand amongst online merchants to incorporate these value-added services in their transactions—and to do so with a partner that serves both parties to the transaction to the highest standard.”

The new service, operating under the Warranty Feed name, combines ReliaBid’s experience within the online auction and ecommerce segments with CPS’s industry-leading underwriting services. “We fully anticipate that Warranty Feed will change the warranty landscape for dealers and consumers online,” explains Justin McFadden—who oversees Warranty Feed operations and founded program. “Some of the tools we will be introducing are likely to have spillover effects into the brick-and-mortar warranty shopping space, and we are proud to be leading the way in introducing new technologies within this highly competitive industry.”

The Warranty Feed service will be available to eBay merchants via the www.reliabid.com website, as well as operate independently via www.warrantyfeed.com for online shopping cart solutions and online retailers.

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ABOUT RELIABID

Founded in 2004, ReliaBid is a leading provider of ecommerce security and assurance solutions. Today, the company offers a wide range of services that encompass fraud protection, payment recovery, buyer assurance and extended warranties, in addition to the mostly widely used peer-to-peer payment security solution on the web. ReliaBid's serves the online auction industry, as well as shopping cart solutions and ecommerce service providers. Headquartered in the Washington, DC metropolitan area, ReliaBid is a proud member of the Better Business Bureau and the Northern Virginia Technology Council.

ABOUT CONSUMER PRIORITY SERVICES

Consumer Priority Services (CPS) is one of America's premier underwriters of aftermarket service plans—primarily targeting the consumer electronics and appliance industries. CPS specializes in post-sale service, and is quickly becoming the first choice amongst retail and ecommerce dealers alike. The company's commitment to innovation, technology and superior service are the key pillars that make CPS the preferred service provider amongst both warranty dealers and consumers.