



Kijiji.com and Petfinder.com Partner Together to Connect Pets with Loving and Healthy Homes

Kijiji Will Now Provide Users With Access to More Than 200,000 Adoptable Pets in Need of Homes

San Jose, Calif., Oct. 27, 2009 – Kijiji.com, eBay's free, local, family-friendly classifieds site, today announced a partnership with Petfinder.com, an online, searchable database of adoptable animals who need permanent homes. In keeping with Kijiji's overall commitment to bring together pets with loving homes, the collaboration will make it easier than ever for families to welcome a new pet into their home by browsing more than 200,000 Petfinder adoptable pets now available at Kijiji.com.

"We are thrilled to partner with Petfinder.com as part of our ongoing dedication to connecting pets with loving and healthy homes," said Martin Herbst, General Manager of Kijiji U.S.

"Kijiji.com strives to be a safe, family-friendly resource devoted to the humane treatment of animals and safe pet adoption. Our partnership with Petfinder.com and our proactive customer service team helps us achieve this goal."

"Our primary mission at Petfinder is to use the power of the Internet to get more pets adopted," says Betsy Saul, co-founder of Petfinder.com. "Kijiji is going to be an amazing resource for increasing those numbers, and Kijiji users can help us end the euthanasia of adoptable pets."

As part of Kijiji's commitment to being as safe and family-friendly as possible, the site takes safety measures, such as allowing users to flag suspicious ads, to ensure that ads are being posted by responsible breeders and sellers. Kijiji's Pets section allows users to list or search for pets in various categories including: Birds, Cats and Kittens, Dogs and Puppies and Other Pets and also includes categories for Accessories, Animal Services, Livestock and Lost & Found.

Kijiji has worked with the Humane Society of the United States and local veterinarians and pet wellness centers such as, The Animal Medical Center in New York City, to provide helpful

information and tips about pet adoption and care. For more information about responsible pet adoption and ownership, please visit:

http://info.kijiji.com/About_us/responsiblepetownership.html

About Kijiji

Kijiji (www.kijiji.com), which means “village” in Swahili, is a free, local classifieds website that makes it easy to buy or sell everything from clothes to cars, find a job, adopt a pet, rent an apartment, and do so much more, right in your own neighborhood. Kijiji is currently available in more than 1,000 cities and countries around the world, and the site launched in 220 cities in the U.S. on June 29, 2007. In addition to the U.S., Kijiji has online communities in Canada, Austria, France, Germany, Italy, Switzerland, Japan and Taiwan. Kijiji is part of a broader eBay Classifieds family including Gumtree, Marktplaats, Mobile.de and Loquo, which extends the reach of eBay Classifieds to more than 20 countries.

About Petfinder.com

Petfinder.com is an online, searchable database of animals that need permanent homes. A directory of over 13,000 animal shelters and adoption organizations across the USA, Canada and Mexico, the organization's technology helps visitors search adoptable pets in their areas that fit their family's individual needs and preferences. In addition, Petfinder.com also offers a wealth of information about how to select a family pet and how to raise and care for an animal. The Web site is free to use. Animal shelters and placement groups can register to join Petfinder.com online and can start entering pets the same day. Petfinder.com was named one of TIME Magazine's 50 Best Web Sites of 2008 and was awarded a People's Choice Webby in 2009.

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Media Contacts:

Kathy Domingo
Kijiji U.S.
kadomingo@ebay.com

Andrea Conrad
M Booth & Associates for Kijiji U.S.
(212) 539-3212
kijiji@mbooth.com

Kim Saunders
Petfinder.com
kim@petfinder.com