



Kijiji Promotes Safe Online Classifieds Shopping Experience

75 Percent of Americans Less Likely to Use Online Classifieds Sites That Allow Adult Content

San Jose, Calif., September 9, 2009 – In light of the current economic climate, it's no surprise that more than 179 million adults have bought, sold or shopped for items on a classifieds web site. Since classifieds are increasingly becoming a buying and selling platform of choice for many consumers, safety is a priority for users and classifieds sites alike. A national survey commissioned by Kijiji.com, eBay's free, safe, family-friendly, local classifieds site, has uncovered key factors that users consider before visiting an online classifieds site.

Three in four U.S. adults (75%) said they prefer to buy or sell items from a Web site that does not host erotic ads or adult services, and more than half (53%) of consumers said they would prefer that a family member use a site without such listings.

Top attributes Americans are looking for in an online classifieds site include free listings, a safe experience and good deals, according to a survey conducted by Chadwick Martin Bailey¹. The positive qualities in demand are not surprising considering the variety of reasons consumers opt not to visit online classifieds sites such as apprehension that ads may be misleading or fraudulent (36%), email address might be spammed (28%), getting a computer virus (26%) and classifieds ads may have adult content (24%), according to the Kijiji survey.

However, nearly three-quarters (74%) of Americans are more likely to use a classifieds site if it has a customer service team that focuses on monitoring and removing fraudulent and offensive ads. Kijiji addresses these concerns and is dedicated to providing an easy-to-use, family-friendly and safe experience through the following safeguards:

- **Community-based measures:** Kijiji's Community Watch program encourages users to patrol the site and remove unsuitable content.
- **Technology-based measures:** Sophisticated filters and processes are used to weed out unsafe and inappropriate listings. The posting of ads is delayed in certain categories more susceptible to fraud or spam.
- **Site-based measures:** Certain categories that appear on other online classifieds sites are completely banned from the site, such as personal ads, erotic services and casual encounters.
- **Customer Service team:** Kijiji has a large team on staff that investigates reported ads and promptly handles complaints around the clock.

While erotic ads and adult services may turn consumers away from some online classifieds sites, half of those surveyed (56%) also felt that people who buy and sell things through online classified sites are responsible for looking out for themselves. To help consumers stay safe when using an online marketplace, Kijiji provides the following tips:

- **Think Local:** Making local connections helps reduce fraud. When buying or selling, always meet in person to see the product and exchange funds. Never send or wire money to sellers or buyers.

¹ Survey conducted by Chadwick Martin Bailey, May 2009

- **Ask Questions:** To ensure you know exactly what you are considering purchasing, ask about the condition of the item and when it was purchased. Kijiji allows sellers to upload up to eight photos on every listing, but don't be afraid to request more pictures or ask additional questions if you would like additional details.
- **Use the Buddy System:** Whether you're selling or buying, bring a friend along with you to check out the item you are considering purchasing or selling. In addition to being a safety precaution, you'll also have someone there to provide a second opinion on your potential purchase.
- **Be Prepared to Negotiate:** Most sellers price their items high, knowing that potential buyers may try to bargain. When purchasing an item, it doesn't hurt to ask the seller if they're willing to be flexible on the price -- you may be surprised at the deal they give you!
- **Listen to Your Mother:** You may not have wanted to take her advice when you were young, but your mother really did mean it when she said, "If something seems too good to be true, it probably is." Like anything else, use your common sense when purchasing an item. If something about an online listing or user raises a red flag for you, trust your gut.
- **Be Descriptive:** Be as descriptive as possible when developing your listing. Include the size, measurements, color, model, style and any other unique features about the item in the description. Also, be sure to take clear images of the item from a variety of different angles. The more information you provide in the listing the more likely you will sell your item.

About the Survey

The Kijiji Online Security survey was conducted by Wakefield among 1,000 nationally representative Americans ages 18 and older between August 7 and August 11, 2009 via telephone using Random Digit Dialing. Quotas were set to ensure reliable and accurate representation of the total U.S. population over the age of 18. Results of any sample are subject to variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. In this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

About Kijiji

Kijiji (www.kijiji.com), which means "village" in Swahili, is eBay's free, safe, family friendly, 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.

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Media Contact:

Kathy Domingo
eBay Inc.
408-376-7458
kadomingo@ebay.com

Andrea Conrad
M Booth & Associates
212-539-3212
kijiji@mbooth.com