



THE ONLY SERVICE THAT STOPS NON-PAYING BIDDERS.

## PRESS RELEASE

FOR IMMEDIATE RELEASE

Contact: Barry Rosen  
Company: ReliaBid, Inc.  
Telephone: 1-888-735-4224, Ext. 3

Fax: 703-651-3090  
Email: [media@reliabid.com](mailto:media@reliabid.com)  
Website: [www.reliabid.com](http://www.reliabid.com)

### **RELIABID ANNOUNCES NEW SERVICE DESIGNED FOR ONLINE AUCTION DROP-SHOPS AND TRADING ASSISTANTS**

(ARLINGTON, VA) June 9, 2006 – ReliaBid, Inc. (ReliaBid) announces the launch of a new custom integration service designed to meet the needs of online auction drop-shops and trading assistants. ReliaBid's new service combines the proven effectiveness of ReliaBid's Seal Program with custom technical integration into drop-shop and trading assistants' auction management systems. When inserted into online auction listings, ReliaBid's seal has been proven to reduce the amount of non-paying bidders by over 99 percent.

Bidders viewing the seal recognize a professional and reliable business that is committed to completing the transaction, and understand that a clear expectation exists for them to complete the transaction. **The seal has been proven to be over 99% effective in deterring non-paying bidders.** Why? Because with ReliaBid, in the rare instances where bidders refuse to pay, companies can pursue debt collection through one of the nation's leading debt-collection agencies.

Drop-shops and trading assistants frequently engage in custom application development to meet their unique needs. ReliaBid's new integration options will allow its clients access ReliaBid services directly from a client's custom application. This will allow high-volume sellers to more efficiently integrate the ReliaBid Seal Program with their existing auction management systems.

"We are very excited about this new offering. ReliaBid will offer drop-shops and trading assistants the same proven non-paying bidder deterrent that is currently only available to Powersellers, but we will also offer drop-shops and trading assistants the added benefit of customized integration," said Mohamed Ismail, President of ReliaBid. "This new option has been designed to meet the current and future needs of our largest clients, who in an effort to remain competitive in the marketplace require more sophisticated technical integration solutions."

#### *About ReliaBid, Inc.*

Founded in 2004, ReliaBid, Inc. is the leading provider of services dedicated to helping online auction sellers eliminate the problem of non-paying bidders in the online auction marketplace by ensuring that sellers receive payment quickly and consistently. ReliaBid is located in Arlington, VA, part of the Washington, DC metropolitan area, and is a member of the Northern Virginia Technology Council. For more information on ReliaBid, please visit [www.reliabid.com](http://www.reliabid.com).