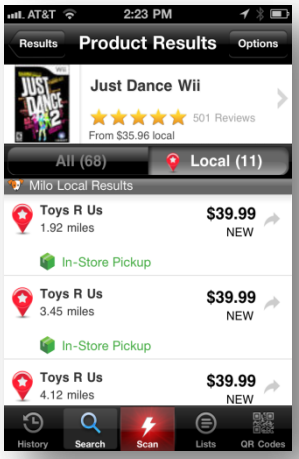
RedLaser 2012 Fact Sheet

San Jose, Calif. – February 2012

RedLaser 3.1.1

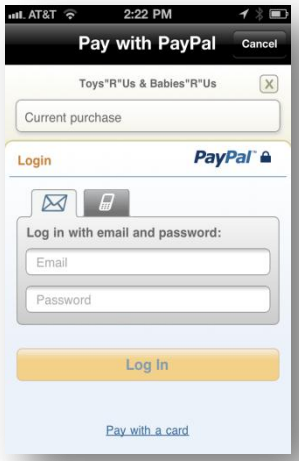
RedLaser 3.1.1 combines popular aspects of eBay, Inc's mobile properties together to standardize and enable the shopping and buying flow. Download the update for the latest RedLaser functions. Those who already have the RedLaser Classic app and want the ability to shop and buy locally, must redownload the app.



- Available for free on iPhone, iPod Touch or in the iTunes App store, RedLaser 3.1.1 delivers more choice to consumers for shopping and buying whenever they want – all without ever leaving the application.

- **Image Recognition Search** is the latest innovative shopping technology to be integrated into RedLaser 3.1.1 improving both speed and fluidity with which users can locate the exact item they need, even without a barcode handy.

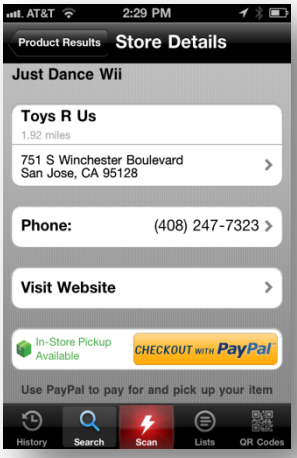
- **Buy mobile and pick-up local:** RedLaser 3.1.1 offers the ability to research and shop with the option to buy now for either in-store pick-up or home delivery later with **Toys R Us** and most recently **Best Buy** with more partners to come.



- RedLaser utilizes the conversion of **Milo** local, **PayPal** mobile express checkout and **RedLaser** barcode comparison shopping technology
    - **Milo**: By integrating Milo into the application offline inventory can easily be accessed via mobile devices, this combined with eBay's already robust marketplace means you have the option to buy whatever, whenever you want, and either pick it up in store or have it delivered to your house.
    - **PayPal**: In app check out for both online and offline inventory via PayPal – an already leading and trusted payment platform on eBay's applications and the natural payment solution for RedLaser

Additional new features include:

- **Global Keyword Search** for the US, UK, Germany, Australia, Canada, France, and Spain
- **American Express users** can use Membership Rewards points to select from millions of online products
- **Redesigned** interface with easier access to scanning, searching, lists, and QR code creation.
- **Categorized Shopping Lists** – you can now organize your products to create shopping lists, wish lists or gift lists. Or use lists to archive your books or CD and DVD collections.
- **Easy sharing** of lists with friends and family via Facebook, SMS, and email.
- **In-app checkout**. Now you can find the best prices AND purchase directly from within the app for home delivery or local in-store pickup from select stores.
- **More pricing information** for even better results and coverage.



RedLaser for Android and Windows Phone 7

RedLaser has most recently launched app updates on Android and debuted on Windows Phone 7 to continue sharing offering of great savings to all.

- **Android:** users are now able to create and share product lists with their peers. The update also includes the ability to image search
- **Windows Phone 7:** RedLaser has created a brand new application that will now be available in the Windows marketplace. This app features some of the best technologies that RedLaser has to offer including:
    - Streamlined barcode scanning for comparison shopping the best prices online and locally (local US only)
    - Updated list and QR code capabilities to share with peers

About RedLaser

Comparison shopping and product research via code scanning is continuously increasing as demonstrated by RedLaser's iPhone app with 18 million downloads to date.

Technology Partners:

- The RedLaser software development kit (SDK) is used by **207 full customers and 771 developers**, including Progressive, American Eagle Outfitters, Groupon, Sephora, Giant Eagle and shopkick.

RL Classic

The existing RedLaser App for iPhone (version 2.9.6) is still available offering all of the basic barcode and QR scanning functionality. The app will feature limited updates.

RedLaser LIVE

Launched in May 2011 – the first microtagging app designed or music festivals and generally keeping track of friends the app debuted at the Sasquatch! Music Festival's 10th anniversary over Memorial Day weekend in Washington state. When opened, RedLaser LIVE geo---locates users on an embedded Sasquatch! map, allowing them to check---in to an exact location within the venue making it easier to meet up with friends, share concert highlights on Facebook, and even tag the nearest delicious food vendor or washroom.

About RedLaser

RedLaser is a leading barcode-scanning mobile application for iPhone and Android and was acquired by eBay Mobile in June 2010. The app has 18 million downloads and is consistently a top three free utilities app in the U.S. Apple iTunes store. Scan a cataloged item and prices across Google, TheFind, eBay, Half.com, Milo.com and Best Buy will populate for comparison – along with helpful product information. The RedLaser software development kit (SDK) is used by 207 full customers and 771 developers, including Coupons.com, TheFind, The Knot and shopkick and stickybits. For more information on RedLaser, visit www.redlaser.com.

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