



## eBay Deals iPhone App Fast Facts

(As of November 24, 2009)

- Launched in November 2009, eBay Deals app is available in 8 languages and is downloadable free via iTunes in 77 countries.
- In addition to the eBay Deals application, eBay has a stand-alone eBay iPhone application that accesses all eBay listings.

<b>Launching Deals Application</b>	<ul style="list-style-type: none"><li>• <b>Launching Application:</b> Tap eBay Deals icon to launch. A tutorial will play when the app is first launched. To view it again, tap on the “i” on upper left corner.</li><li>• <b>View:</b> Deals can be viewed in either carousel or list mode.</li><li>• <b>Refresh:</b> Shake iPhone or iPod touch to refresh deals</li></ul>
<b>Deals &amp; Search</b>	<ul style="list-style-type: none"><li>• <b>“Daily Deals”:</b> Every day eBay features limited quantity items from trusted sellers at deep discounts and with free shipping. Once a deal is sold out, eBay replaces it with a new limited-time offer deal.</li><li>• <b>“Deals”:</b> Defined as popular items with zero bids and less than four hours of listing time remaining. These deals also feature no reserve price and free or fixed shipping calculated into the total cost.</li><li>• <b>Preloaded Search:</b> Deals app comes preloaded with the top 8 search categories for quick shopping access. These categories, which are customizable and removable, include apparel, sports, computers, instruments, jewelry, electronics, collectibles and photography.</li><li>• <b>Creating a Custom Search:</b> To make your own search category, simply tap “+” and select your custom search criteria (i.e. category, price, et cetera). Once you have set your search parameters you can save your search under its own custom icon and place the icon in your launch tray for quick access at any time</li></ul>
<b>Social Media Integration</b>	<ul style="list-style-type: none"><li>• Deals application comes <b>enabled with social media and email sharing functions</b> so that you can post your shopping considerations, and wins, to Facebook, Twitter or send via email.</li><li>• In order to <b>use</b> social media integration, you must first be logged into Facebook and/or Twitter.</li><li>• Within item view, tap <b>“Share this item.”</b> Select Facebook, Twitter or email. A link with a short comment is posted on your wall, tweeted or sent via email.</li></ul>
<b>Payments and Notifications</b>	<ul style="list-style-type: none"><li>• <b>Payments and Item Information:</b> Deals app shows total price, including item and shipping costs.</li><li>• <b>PayPal integration</b> delivering end-to-end mobile shopping experiences in a safe and secure environment. (<b>NOTE:</b> eBay Deals app and v1.5 app do not currently integrate third-party check-out or immediate payment methods).</li><li>• <b>Buy It Now</b> capabilities letting shoppers purchase the items they want right away, at a set price, without having to wait for a listing to end.</li></ul>
<b>Other</b>	<ul style="list-style-type: none"><li>• eBay’s iPhone apps are available for free on iTunes and requires iPhone OS 3 or later.</li><li>• Mobile phones equipped with a web browser can use <a href="http://m.ebay.com">m.ebay.com</a>.</li></ul>