



MEDIA RELEASE
For Immediate Release

Over 70 percent of Orchard Road shoppers have received bad Christmas presents: eBay Street Poll

6 December 2006 – A street poll of 305 people conducted by eBay Singapore revealed that close to 75 percent of Orchard Road shoppers had suffered from Bad Christmas Present Disorder (BCPD). When asked what they considered as a Bad Christmas present, many cited gifts that were regarded as useless or selected without much thought or sincerity.

The results also revealed that 48.5 percent have re-gifted the bad Christmas presents they received in the past, and 64.9 percent of the participants admitted to have given bad Christmas presents to their family and friends at least once.

The street poll is part of eBay Singapore's 'eBay Against BCPD (Bad Christmas Present Disorder)' campaign, which is targeted at raising awareness on how to shop effectively for Christmas and stop the spread of BCPD.

"BCPD is a lighthearted way for us to reach out and inform Christmas shoppers this season that eBay offers boundless opportunity for people to buy from and sell to the world," explained Sam McDonagh, Marketing and Marketplace Development Director for eBay Southeast Asia.

"With millions of items across thousands of categories for sale on eBay, buyers can access a wide selection of items, find unique gifts at great bargains and enjoy the convenience of having those items shipped to their doorstep."

eBay, the number one online shopping destination for Singaporeans (Source:Hitwise) conducted the poll to find out the severity of BCPD among shoppers here.

Over the last weekend, shoppers along Singapore's famous shopping area Orchard Road were randomly selected for this poll. The participants ranged from people in their late teens to 50s. Although only 34.4 percent of those surveyed had prior experience trading on eBay, more than 61 percent have said that they will consider shopping on eBay for their Christmas presents this year.

Note to Editors:

- 1) Please feel free to use findings from the BCPD street poll in your editorial. Where appropriate and possible, we would appreciate it if you could credit eBay Singapore as the source.
- 2) For more information on 'eBay Against BCPD Movement', please visit www.ebay.com.sg or pages.ebay.com.sg/againstbcpd

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About eBay



Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.

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