



MEDIA RELEASE
For Immediate Release

eBay and local partners launch Singapore's first online safety guide

Singapore, 4th October 2006 – eBay, the leading global online marketplace, has partnered with the Consumers Association of Singapore (CASE), SPRING Singapore and the National Crime Prevention Council (NCPC) to launch Singapore's first Online Safety Guide.

The comprehensive guide tackles online safety issues and provides useful information on how to use the Internet wisely and safely. Users can refer to the Guide to find out how they can protect their computers and privacy when they are online, as well as tips for safe online shopping, instant messaging and blogging.

For business owners who have online operations or are planning to extend their businesses online, the Guide will also be an indispensable reference tool given the relevant information on how businesses can protect their websites, e-commerce best practices, and tips to avoid fraud and chargeback.

eBay Southeast Asia Marketing and Marketplace Development Director Sam McDonagh said: "As the leading online marketplace, eBay takes trust and safety issues very seriously and believes that it is important to equip Internet users to handle possible threats that they might face online. In view of this, we actively implement initiatives that promote general marketplace security and ensure that our users consistently have a positive trading experience on eBay."

Embracing Technology & the Internet

The launch of the Singapore Online Safety Guide is well-timed as Singapore celebrates 25 Years of Infocomm and launches the iN2015 masterplan – designed to transform Singapore into a city where infocomm becomes intrinsic to how people live, learn, work and play. The plan includes establishing an ultra-high speed wired broadband network to all homes, offices and schools, as well as, a wireless broadband network that will offer pervasive connectivity around Singapore.

As Singaporeans increasingly embrace the Internet as a way of life, it is crucial that they are aware of not just the benefits but also the risks and dangers that exist online. With experience in developing online safety guides in other markets, eBay is taking the lead to work with local government agencies and partners that are similarly committed to promoting trust and safety on the Internet to develop a localised Online Safety Guide for Singaporeans.

Working Together to Keep the Internet Safe

"eBay offers boundless opportunities for people to buy from and sell to the world. The Singapore Online Safety Guide is part of our global effort to offer a level playing field, encouraging open, honest and accountable transactions, and creating economic opportunities for everyone by working with law enforcement and government agencies. We are very delighted to be collaborating with CASE, NCPC and SPRING Singapore on this project, and also the IDA, as some parts of the Guide have been reproduced with their permission," Mr McDonagh added.



CASETrust, which has given the Guide its endorsement, is keen to enhance consumer awareness and protect consumers' interests through the information available in it. "eBay's lead to help develop a safe environment on the Internet for business owners and consumers is indeed timely. More consumers are increasingly going online to make purchases and it is important that they are equipped to handle the potential risks that exist. We encourage consumers to look out for the CaseTrust logo and TrustSg seal when shopping online as these merchants, like eBay, would have met the criteria of providing a safe shopping experience for consumers," said CASETrust Co-chairperson Dr Goh Bee Hua.

The NCPD, a non-profit organization committed to promoting public awareness of and concern about crime and to propagate the concept of self-help in crime prevention, also advocates the promotion of online safety among Internet users and sees this as necessary in fighting cyber crime.

"This collective effort in developing the online safety guide is indeed a timely move, as it addresses the current safety issues faced by the vast network of netizens and educating them in proven measures to safely navigate in cyberspace," said NCPD Chairman Tan Kian Hoon.

"We hope to see more organizations like eBay take up CSR (Corporate Societal Responsibility) initiatives such as this in partnership with the NCPD in its fight to prevent crime in Singapore."

Furthermore, eBay worked with SPRING Singapore in the development of the Guide to ensure that the Guide's content would also be useful to business owners who run all or part of their business online.

"As the most established online trading platform, eBay has played an important role in popularizing e-commerce in Singapore, opening up a new channel for retailers to market their goods. It is commendable that eBay has taken upon themselves the responsibility of educating consumers and businesses on how to protect themselves and their businesses when transacting online. With this knowledge, both buyers and sellers will have greater confidence in transacting online," commented SPRING Singapore Director of Retail Division Kee Ai Nah.

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Get Your Singapore Online Safety Guide

The Singapore Online Safety Guide is available free for download at <http://www.ebay.com.sg> by 14th October 2006. Hardcopies of the Guide will also be made available at selected premises of the partnering agencies and other eBay partners.

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®.



About CaseTrust Accreditation Scheme

CaseTrust Accreditation Scheme was relaunched in 2004 by Consumers Association of Singapore (CASE), with a mission to boost the service quality and business integrity within Singapore's retail and service industries; and to boost consumer confidence and trust in doing business with CaseTrust members.

The CaseTrust scheme stipulates that retailers and service establishments must abide to criteria set by CASE, such as good sales and after-sales service, business integrity, well-trained sales staff and well-maintained retail facilities.

Today, with the Consumer Protection (Fair Trading) Act taking effect in March 2004, the consumers are becoming savvy of their rights and of their options in seeking redress to unfair and unethical business practices. Thus it becomes more relevant that business in the retail and service sectors testify to their service standards and ethical business practices by having the CaseTrust mark.

About National Crime Prevention Council (NCPC)

The National Crime Prevention Council (NCPC) of Singapore, established in 1981, is a non-profit organization committed to promoting public awareness of and concern about crime and its prevention. The Council comprises influential representatives from the commercial and industrial sectors, as well as from the public sector and the Singapore Police Force (SPF).

The NCPC is a catalyst, advisor and partner that mobilises the support of individuals, community groups, public and private sector organizations to work closely with the Police to prevent crime. Specifically, the objectives of the council are:

- To raise the level of crime prevention awareness and practice;
- Encourage self-help in crime prevention;
- Examine, develop and recommend crime prevention measures suitable to the public;
- Coordinate efforts of organizations in crime prevention.

The NCPC is incorporated as a charity and depends entirely on donations and sponsorships to run its programmes and activities. It is registered as a society with the Registrar of Society.

About SPRING (Standards, Productivity and Innovation Board) Singapore

At SPRING, we work to enhance the competitiveness of enterprises for a vibrant Singapore economy. Our focus is to champion enterprise formation and growth – through our network of valued relationships and resources – to nurture a host of dynamic and innovative Singapore enterprises.

We work with our partners to nurture a pro-business environment that encourages enterprise formation and growth, and facilitate the growth of industries. We also help to enhance the productivity and innovation and capabilities of enterprises, and increase access to markets and business opportunities. Please visit <http://www.spring.gov.sg> for more information



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