



NEWS RELEASE

MEDIA REPUBLIC OFFERS INNOVATIVE FORMULA ONE SPONSORSHIP ON EBAY

Innovative sponsorship of Formula One motor racing is offered for the first time at online auction with opportunity for short or long term brand visibility.

6th April, 2007: Amsterdam, the Netherlands: For the first time ever in Formula One history, team sponsorship is being offered by auction. Dutch cross media agency Media Republic came up with the idea to bring together the online icon eBay with the glamorous world of Formula One. In Spyker Formula One Team Media Republic found a solid partner to cooperate in this unique auction. eBay will facilitate the auction, offering all-comers the opportunity to spread their brand message at the highest level in world motor racing. From midnight on Friday 6th April anybody will be able to bid for their brand and/or message to be viewed by an annual global audience of billions. The price tag for the entire season is not for the faint-hearted - believed to be starting from €500,000 for a place on the upper-side of the cars' nose cone for the entire season. To log onto the auction visit <http://members.ebay.nl/ws/eBayISAPI.dll?ViewUserPage&userid=spykerf1>. The auction will be live until midnight on Monday the 16th April.

Bas Verhart, CEO Media Republic: "Spyker Formula One is a challenger brand with global potential. We believe there are many people out there who'd like to be in 'at the beginning' of this long haul success story. Of course we're expecting some corporate interest, but we also think that this is a unique opportunity for all those eccentrics and philanthropists out there, who want to propose marriage in-style, support their chosen charity or highlight just causes."

At speeds of over 300km/h, many may argue that the branding could be a bit blurred, but with pre-race publicity and visibility before, during and after every race as well as the sought-after hospitality packages available to sponsors, Media Republic believes that teaming up with eBay and having Formula One sponsorship up for auction is an once-in-a-lifetime opportunity.

Says Egbert van Keulen, manager eBay operations, The Netherlands: "We're not unknown for offering something different on the Internet but this is the very first time Formula One sponsorship has come up for auction – a first for eBay and a first for motor racing. It's a highly unique auction and we're delighted to facilitate."

Some of the most unusual items to go onto eBay have included a MiG-21 fighter jet, David Beckham's BMW convertible and Pope Benedictus XVI sold his Volkswagen Golf for almost €190,000. The most expensive item so far to be sold at online auction with eBay is a \$4.9 million private jet.

eBay.nl will also be facilitating a memorabilia charity auction of promotional items that include Spyker Formula One Team hospitality and track test days with pit visits to see the mechanics at work, a 'Spyker Experience Day' that includes a tour of the Spyker factory as well as wind jackets, baseball caps, T-shirts and polo shirts. Proceeds from the auction will be donated to projects of Warchild in Colombia. (www.warchild.org)

To help communicate team news and promote team progress, Spyker Formula One Team has just launched its digital magazine. It's free and available at: www.spykerf1magazine.com. The next race of the F1 season is in Malaysia on the 8th April and then onto Bahrain on 15th April before Spyker F1's European debut in Barcelona, Spain, on 13th May.

NOTES TO EDITORS

Pricing & Sponsorship Agreements:

Pricing for a position on the front of the car will start at €500,000 but other sponsorship opportunities exist with brand displays on:

- Drivers racing suits
- Racing Pit walls and Transporters
- Team website
- All official team communication

Pricing for individual sponsor packages are available on request.

About Media Republic:

Media Republic is one of the leading cross media companies in Europe, specialized in creating formats, content and campaigns for international brands. Media Republic is constantly looking for new ways to engage consumers in the real world and the virtual world. The company currently consists of 65 passionate professionals and is based in the heart of Amsterdam, the Netherlands.

Not for publication:

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About eBay Inc.

Founded in 1995, eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay enables ecommerce on a local, national and international basis with an array of Websites – including the eBay Marketplaces, PayPal, Skype, Kijiji, Rent.com and Shopping.com – that bring together millions of buyers and sellers every day.

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