



***M1 launches eBay on MiWorld Mobile, putting world's largest online marketplace on phones***

**SINGAPORE, 1 August 2007** - M1 customers will now be able to browse, search, bid and buy anything on eBay, the world's leading and most popular online marketplace, on their mobile phones.

With the launch of eBay Mobile on M1's mobile portal tomorrow, M1 customers will enjoy the convenience of browsing and bidding for items on both the local and international eBay sites on their mobile phones. Most importantly, having eBay on the go means that customers will be able to monitor their bids and make informed decisions based on real-time updates.

"Mobile technology has revolutionised Internet services, allowing us to offer popular web services on mobile phones. We are excited to offer M1 users access to the global eBay marketplace where they can buy from the world. This latest addition to our wide range of mobile services reaffirms our commitment to help our customers mobilise their lifestyles. It opens up a new world of trading opportunities for the many fans of eBay that is unfettered by time, place or the lack of a computer screen," said Sharon Tan, Director of Consumer Marketing, M1.

"We are thrilled to make the eBay platform available to M1 users. eBay Mobile allows users with busy and mobile lifestyles to continue shopping on the eBay global online marketplace anytime, anywhere, even when they are on the go," said Sam McDonagh, Director, eBay Southeast Asia.

M1 customers can access this service by clicking on the eBay Mobile icon on MiWorld Mobile. While all M1 customers will be able to browse and view the pages, they have to be registered eBay members before they can trade via eBay Mobile. There will be no bidding charges, but the standard data traffic charges of 1.07 cents/ kb will apply.

For more information on eBay Mobile, please visit [www.miworld.com.sg](http://www.miworld.com.sg)

M1, Singapore's most exciting and innovative mobile and IDD service provider, was launched in April 1997. Since then, it has made significant inroads into the local mobile communications market, gaining considerable brand presence and market share. M1 aims to be the leader in personal voice, business and data communications, focusing on value, quality and customer service. More information on M1 is available at [www.m1.com.sg](http://www.m1.com.sg)



**Note to Editor**

Screenshots are available at the following links :

**eBay Mobile icon on MiWorld homepage**

**[http://www.m1.com.sg/M1/CMA/About\\_Us/Corporate\\_Information/Press\\_Releases/Images/MiWorldHome.jpg](http://www.m1.com.sg/M1/CMA/About_Us/Corporate_Information/Press_Releases/Images/MiWorldHome.jpg)**

**eBay Mobile on MiWorld Mobile**

**[http://www.m1.com.sg/M1/CMA/About\\_Us/Corporate\\_Information/Press\\_Releases/Images/eBayHome.jpg](http://www.m1.com.sg/M1/CMA/About_Us/Corporate_Information/Press_Releases/Images/eBayHome.jpg)**