

PRESS RELEASE

CREATE AND STAR IN YOUR OWN VIDEO ADS...AND GET PAID!

MELBOURNE, [7 February. 2012] – iBuyWeSell.com, the free classifieds platform has just launched brand new functionality that allows users to advertise and sell their unwanted goods and second-hand items for top dollar on the internet via video!

Now anyone with a camcorder or a smart phone can earn a second income by video, selling what they no longer need or want: old games, music CDs, personal appliances and apparel, clothes, shoes, bags, cars and anything else of value.

“All you have to do is point a camera and capture the item you want to sell, upload via your laptop or personal computer to our website and you’re in business,” says company CEO, Mr. Bob Ilievski.

iBuyWeSell.com makes video advertising quick and easy; it allows everyday people with basic computer skills to sell items they no longer need for cash.

Video is the future of web content and video advertising is the future of business. Big companies use video advertising to tap into new markets. According to ComScore, in May 2011 over 176 million U.S. internet users watched online videos for an average of 15.9 hours per viewer, underscoring a growing dominance of online video as a marketing and revenue source. The top online video content company was Google Sites, including YouTube, which ranked in 142.7 million unique viewers in May.

In 2005 video advertising accounted for a scant \$121 million in spending, which, according to eMarketer will soon be a \$4 billion dollar market. Company executives and advertisers have finally realised that video advertising is the way of the future.

The rapid adoption of broadband internet and the rise of consumer generated content has made website like YouTube extremely popular.

iBuyWeSell is confident that in the age of sophisticated camcorders and mobile phones having high functionality in-built cameras giving their users an ability to shoot quick movies anywhere anytime, video trend will continue to grow. That's why they added the video feature to their innovative platform. Now, anyone can sign up and use this new video advertising function to sell old and unwanted items for cash. The platform is easy to use and you can set up and upload your video in just a few minutes. It is available on Macintosh and Microsoft systems and soon will be available on smart and feature phones.

To download the application or learn more about this innovative social media marketplace simply visit iBuyWeSell.com.

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About ibuywesell.com :

Based in Stockholm, Sweden, ibuywesell.com is the first company to offer businesses and consumers a free service where they can create, publish, search and manage their advertisements directly via mobile phone devices. The company is already a well-recognised name in online marketing and the trade industry. In December 2010, ibuywesell.com was honoured with 'the simplest and best application' award in the Samsung Global Developer challenge. The global launch of this service is bound to maximise opportunities for finding prospects and will increase trade and profitability across the globe.