

PRESS RELEASE

AN AWARD-WINNING SWEDISH COMPANY IS REINVENTING ONLINE CLASSIFIEDS THROUGH THE WIDESPREAD USE OF TRIBE NETWORKS

MELBOURNE, AUSTRALIA 24 May 2011 – **iBuyWeSell.com** is a free social classifieds platform that allows individuals to buy or sell their unwanted goods or find a great bargain via blogs, tweets, and social networking sites like Facebook, Twitter and Plaxo.

iBuyWeSell.com won the “Global Developer Challenge” for their combination of web 2.0 technology and social media mobile phone apps which enable users to buy, sell and watch for items of interest using their mobile phone devices.

“With a few taps on your keyboard or screen,” says company CEO and Founder Bob Ilievski, “users can easily find designer shoes or bags at deep discounts or get rid of those un-used stuff in their home or closet that is just taking up space.”

Users can sell for a set price and get instant gratification, and buy new and pre-loved items by simply leveraging their social networking connections. They pay NO fees for the service and there are NO outrageous or frustrating policies to worry about.

Traditional classifieds marketplaces often encourage bad behaviour, iBuyWeSell.com connects users with their trusted friends, colleagues and family members, making the process transparent, enjoyable and hassle-free.

Advertising space is free for both consumers and businesses, and users can post as many ads as they like. Users can create and upload ads directly from their mobile phone devices – it’s fast and easy and done in less than a minute.

People flock to social-networking sites to stay in touch with family and friends. Facebook is reportedly nearing 600 million users, Twitter now has about 200 million

people signed up, and now this new classifieds platform adds another dimension to social networking sites making them even more useful.

The application uses mobile phones' camera and positioning to make it fast, easy and convenient to manage and create advertisements and search for items. Location based service allows you to find particular items within you own area.

The application is available for iPhone, iPad, iPod touch, Java, Android OS phone (ie. HTC, Sony Ericsson, Motorola, Samsung, LG) and Symbian OS (ie. Nokia, Sony Ericsson) and Samsung's Bada mobiles.

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

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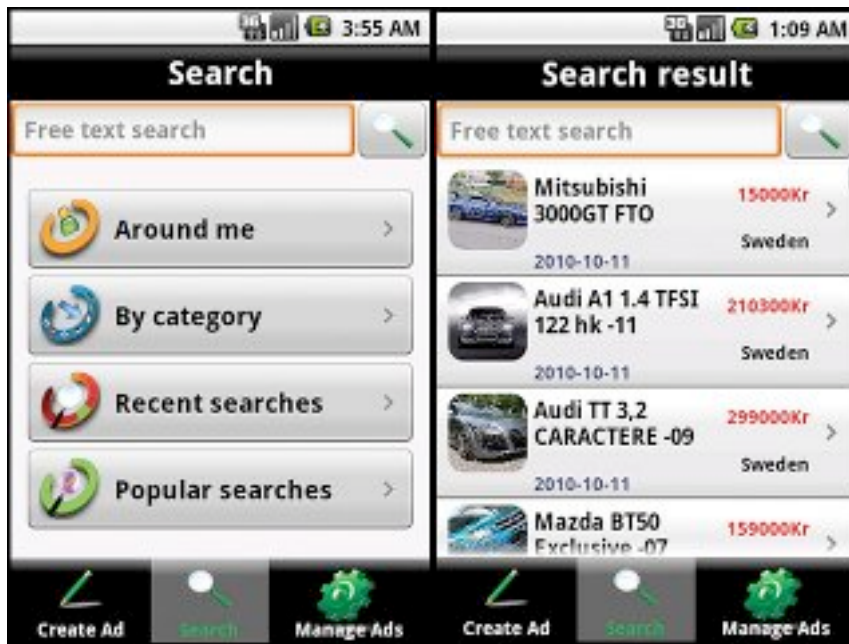
E: hello@ibuywesell.com

W: www.ibuywesell.com

This video demonstrates the basic functions of the application:

http://www.youtube.com/watch?v=T_nyJ1jXmto

Here's a screenshot of the application showing basic functionality that anyone with a modern mobile phone device should be able to use:



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-recognized 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.