

PRESS RELEASE

AN AWARD-WINNING PLATFORM THAT LETS YOU TURN YOUR MOBILE PHONE INTO A MONEY-MAKING TOOL LAUNCHES IN INDIA

DELHI, INDIA 25 July 2011 – iBuyWeSell.com is a free [social classifieds platform](#) that allows individuals to generate an extra stream of income or advertise their business via blogs, tweets, and social networking sites like [Facebook](#), [Twitter](#) and [LinkedIn](#).

iBuyWeSell.com, a Swedish company, 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.

“With a few taps on your keypad or screen,” says company CEO and Founder [Bob Ilievski](#), “users can easily find designer shoes or bags at deep discounts or sell the things they no longer need or want to make extra money.”

Users can sell for a set price and get instant cash, and buy new and used items by simply tapping into their social networking connections. They pay NO fees for the service and the platform is easy to use.

iBuyWeSell.com will give businesses, marketers and ordinary individuals a greater penetration of the Indian market, at no cost. Since while only 8-12 percent of the population has access to the internet, 1 in 3 have access to a mobile device. This breakthrough technology has the potential to enable a larger portion of Indian business and consumer market to buy, sell and market via mobile phone devices.

Advertising space is free for both consumers and businesses, and users can post as many advertisements as they like. Users can create and upload advertisements directly from their mobile phone devices in less than 1-2 minutes.

This new technology takes social media sites to another level... [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... and lucrative.

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 (i.e. [HTC](#), [Sony Ericsson](#), [Motorola](#), [Samsung](#), [LG](#)) and [Symbian](#) OS (i.e. [Nokia](#), [Sony Ericsson](#)) and [Samsung's Bada mobiles](#).

To download the application for free or learn more about its capabilities simply visit <http://www.ibuywesell.com>

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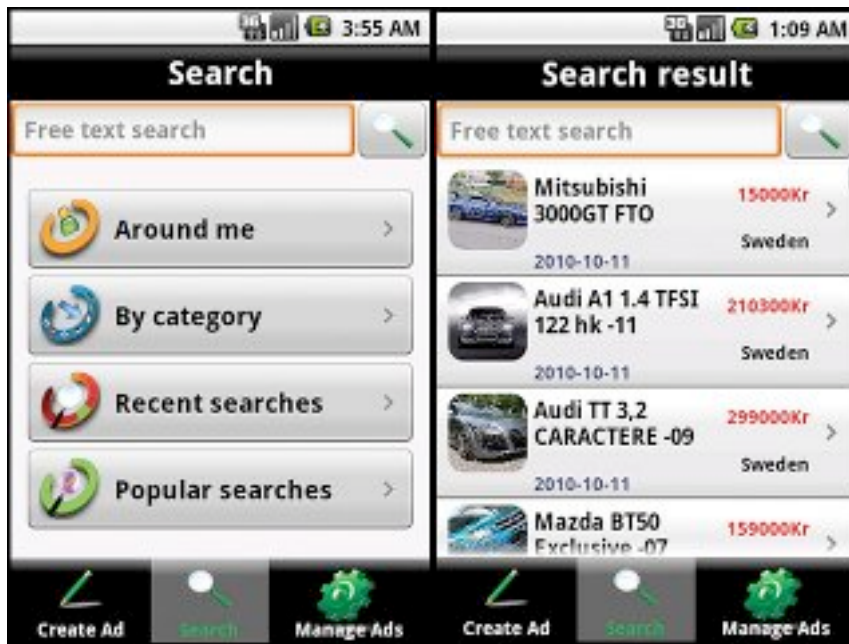
E: hello@ibuywesell.com

W: <http://www.ibuywesell.com>

Please view this video to understand the basic functions of the application:

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

Here's a screenshot of the application showing its easy-to-use functionality:



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. ibuywesell.com is currently launched in Sweden, Australia