

Press Release: Embargoed until April 5th 2011

Pan European MadBid.com continues growth with expansion into South America

MadBid.com, the leading Pan-European Interactive Social Auctioning platform, has expanded their offering into South America.

Already established in the UK, Ireland, Germany, Italy and Spain, MadBid.com have launched as a white label MrBidoo, a joint venture with MrBidoo International.

MadBid.com and MrBidoo International has started the roll out of pay-to-bid auctions. Consumers can get over 70% off the RRP, in Brazil <http://br.mrbidoo.com/>, with Chile and Argentina to follow in Q3. Further South American countries will be added later in the year.

“Our intention has always been to continue to grow and redefine social commerce boundaries and South America offers an interesting opportunity.” Said Juha Koski, Founder & MD of MadBid.com.

“We believe our symbiotic partnership with MadBid.com enables us to grow a strong proven social and ecommerce model in a territory we have extensive knowledge in.” Said Joao Ricardo Matta, Country Manager of MrBidoo Brazil.

“MadBid.com’s success continues to grow, based on our ability to build auction communities around each local market. This joint venture is part of a strategic vision to develop MadBid.com; in exploring new avenues of social and e-commerce as well as expanding into new territories.” Koski added.

MadBid.com’s latest social commerce application ‘Sneak-a-Peek’, launched in January, will also be available for South American customers. ‘Sneak-a-Peek’ a paid for service, enhances their users experience by enabling bidders to see what their competitors are bidding on, what they’ve won, which categories their rivals typically bid on and what time of day they are usually active.

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ABOUT MADBID.COM

MadBid.com, the pay-to-bid auction website, is the leading Pan-European Interactive Social Auctioning platform that offers consumers an exciting bidding experience, where users can buy a range of desirable consumer goods by placing bids through their website.

Unsuccessful bidders can purchase some items using their placed bids as a discount.

Launched in 2008 UK based MadBid.com provides a high level of customer service and interaction as well as a wide product offering, resulting in nearly one and a half million registered customers and over 170 thousand auction items sold, with average savings of over 70% of the RRP – inclusive of the bids spent.

MadBid.com is also available in Germany, Italy, Spain and Ireland.

In The Guardians Tech Media Invest 2010, MadBid.com is one of the Top 30 IT companies in the UK and number one in its e-commerce category.

Atomico Ventures, a leading technology investment group founded by Niklas Zennström a successful entrepreneur and co-founder of high profile technology companies such as Skype and Kazaa invested £4 million in MadBid.com in July 2010.