

PRESS RELEASE: For immediate release

MadBid.com bidders can Sneak-a-Peek on what makes their Opponents Tick - creating social commerce rivalry.

MadBid.com, the leading pay-to-bid Pan-European auction service, has launched a new 'Sneak-a-Peek' social commerce application for its avid customers.

"MadBid.com aims to bring entertainment to retail and to responsibly and efficiently shake up traditional ecommerce models by developing and redefining the social commerce sector." Said Juha Koski, Founder and MD of MadBid.com

Sneak-a-Peek 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.

Bidders can see who's sneaked on them and keep a tally on those they're sneaking on too.

As a counter action against sneaky peeking rival bidders users are able to purchase Stealth Mode ("Stealth"). Stealth offers immunity or protection against auction rivals being able to see their bidding history.

MadBid.com will be adding more paid for features to Sneak-a-Peek in the coming weeks including being able to send a selection of phrases and comments of praise and admonishment to rivals.

"The MadBid community takes their bidding skills seriously, although they also enjoy sharing a little rivalry and banter too and are happy to pay to access this information. Sneak-a-Peek and Stealth Mode adds to our social commerce offering, creates more fun and will add an extra competitive edge", added Koski

MadBid.com only provides non-personal information for Sneak-a-Peek and Stealth Mode and each session expires after 30 days.

ENDS

For further press information please contact: press@madbid.com

About MadBid.com

MadBid.com, the Interactive Social Commerce website, is the leading Pan-European pay-to-bid auction 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 over one million registered customers and nearly 150 thousand auction items sold, with average savings of over 80% of the RRP – inclusive 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.

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.