



Online Clothing Sales Top Christmas 2005 Chart at Australian Online Auction Site OZtion

Jan 16 2005 - OZtion, Australia's second largest online auction site (www.oztion.com.au) has today announced the results of their first year of operation, as well as the most popular product categories sold across the Christmas period of November and December 2005.

OZtion's online auction listings have grown 296% in the second half of 2005 to 47,300 simultaneous auctions.

In the Christmas period of November and December 2005, the top 5 categories of items sold by volume were: 1) Clothing, 2) Jewelry, 3) Crafts, 4) Books & Magazines, 5) Toys. These top 5 categories accounted for 66% of total sales by volume for November and December 2005.

Commencing online on 1st January 2005, www.oztion.com.au is the result of a unique Australian online auction system. All research and development for the site is carried out in Melbourne.

All items listed for sale via OZtion are offered by Australian businesses or individuals that have been security verified by OZtion's unique seller verification process.

Membership at www.oztion.com.au is free.

OZtion has grown rapidly by offering Zero Cost Listings for items being sold online. This service is one of Australia's safest and cheapest methods for small businesses to sell goods online, with more than 1,100 Australian businesses now using OZtion to sell their products.

OZtion's Zero Cost Listing service enables any Australian individual or business to advertise their products online at no cost, with a very low fee being charged only in the event that the item is sold. The sale fee ranges from 1.5% to 3% of the sale price, with the fee capped at \$30.

The Zero Cost Listing service is a form of "Pay for Sale" online advertising. It is extremely simple to use, and allows businesses to greatly increase their Internet based product sales without wasting money paying for clicks from people that are merely window shopping.

In contrast, website based advertising offerings from most Australian online sites are priced based on the number of times an advertisement is shown, or on a "pay for click" basis.

Philip Druce, General Manager for OZtion commented, "OZtion is a community of Australians buying and selling online. Membership for our site is free, and has grown 103% in the last 3 months thanks to the support of our existing members. In December 2005, one individual member sang our praises so loudly, that she managed to convince 45 friends to join."

About OZtion

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously in 2005 to become the 2nd largest Australian online auction site. Visit www.oztion.com.au for more information.