



OZtion Announces Public Beta for Low Cost Online vShop Internet Ecommerce Service

Sydney, Australia – 27th July 2006 – OZtion, Australia's second largest online auction site (www.oztion.com.au) has today announced that they are accepting registrations for a public beta of their new vShop service.

OZtion's new vShop service allows any business to establish a fully branded, easy to setup and maintain Internet shop. Each vShop is created within the OZtion site, and benefits from the hundreds of thousands of visitors to www.oztion.com.au.

The vShop service will undergo public beta trials in August 2006, with the service being widely available in late September 2006. People wishing to register for the public beta of the vShop service should visit www.oztion.com.au.

When the service goes live, sellers wishing to use the vShop service will be charged a \$5 inc GST monthly administration fee. Sellers can list items within their vStore using OZtion's Zero Cost Listing service, which is a form of "pay for sale" advertising.

There is no charge to place a standard item listing within a vShop, with only a very low fee of between 1.5% and 3% of the final sale price charged in the event the item is sold. The item sale fee is capped at \$30 inc GST per item.

A standard OZtion vShop can be easily setup by a novice computer user within approximately 10 minutes.

The vShop fully automates online transaction processing for a business, by managing stock and inventory levels, order progress tracking, in addition to automating the production of invoices and GST tracking.

Items within the vShop are sold using fixed prices, rather than using auction based pricing. OZtion automatically provides a system wide shopping basket system, so that people can purchase items from multiple vShops in a single process. Shopping carts can also be saved by shoppers and retrieved at a later time, if they need to interrupt their purchase.

Philip Druce, Managing Director of OZtion commented, "Anybody can setup their own Internet store for just \$5 a month using our vShop service. You don't need to be a computer expert to sell products online. Thousands of shoppers visit our site everyday, making it easy for you to make a profit online."



OZtion's online product listings have grown 132% in the first half of 2006, currently averaging 110,000 simultaneous items for sale.

Background Information

Commencing online on 1st January 2005, www.oztion.com.au is the result of a unique Australian online ecommerce 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 4000 Australian small businesses actively 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.

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. OZtion was recently voted Australia's best new website by the readers of Australian Netguide magazine. Visit www.oztion.com.au for more information.

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