



Australians Turning Off the TV and Instead Shop Online After Work

Sydney, Australia – 8th Nov 2006 – OZtion, Australia's second largest online auction site (www.oztion.com.au), has today announced Australian online shopping statistics for October 2006.

Based on more than 1 million Australian visitors in October 2006, 65% of all items sold at www.oztion.com.au were purchased in the evening after work, or on a weekend.

The top five product categories by sales revenue for October 2006 were women's clothing, video games, jewellery, computers, and adult products.

Philip Druce, Managing Director for OZtion commented, "The after work rush to shop is astounding. The rate at which products sell online at our site typically doubles between 6pm and 10pm on a week day. Instead of sitting down to watch TV and relax after work, Australian's across the country are firing up their computers to bargain hunt and buy essentials. The trading hours of traditional retail outlets are clearly not convenient for many Australians."

The average visitor at OZtion spends 20 minutes browsing the site, chatting with friends in the 26 different forums, and shopping for bargains.

Membership at OZtion is free. Anybody can join and purchase products.

OZtion offers extensive online safety features, including in-depth identity verification measures:

- extensive identity checks for businesses, organisations, and individuals wishing to setup vShops at OZtion
- identity verification for all individual sellers
- optional identity verification for buyers
- easy to understand icons to indicate identity verification levels achieved for every user of the site

OZtion's online product listings have grown 545% since Jan 2006, currently averaging 305,000 simultaneous items for sale.

About OZtion

OZtion is an Australian online auction site, based on unique Australian designed and developed technology. Based in Melbourne, OZtion has grown enormously 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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