

Australians tie the knot in eBay style

Say goodbye to the bridal blues! With the average wedding priced at \$36,234*, Australians are looking for great bridal buys when planning their weddings and across the nation, savvy couples are turning to eBay.com.au to save money, research the latest products, compare prices and gather inspiration for the big day.

On eBay.com.au, a wedding dress sells every 4 hours, a wedding accessory every hour and a wedding related item sells every 45 minutes, and with more than 11,000 wedding related items on offer at any give time, there is sure to be something to please everyone from the most low key bride to notorious "bridezillas".

"You can buy practically anything for your wedding on eBay: from clothing, to shoes and accessories – even invitations and the decorations for your reception. With a diverse range of new, brand name and pre-loved wedding items, there is something to suit everyone's budget and style," says eBay spokesperson Angie Cursely.

eBay.com.au currently offers:

- 1751 wedding dresses
- 598 bridesmaid dresses
- 537 tiaras
- 337 listings for wedding flowers
- 290 wedding invitations
- Photography, invitation and dressmaking services

While today's weddings continue to uphold long-held traditions, brides are now using the Internet as one of the primary tools for wedding planning. Recent results from a US wedding survey show that 77% of couples use the Internet to help plan their wedding**.

"With Australians feeling the pinch of the current economic climate, many are turning to eBay to make their weddings memorable yet economical. With 89 million items available at any given time on eBay, couples can find great deals for their wedding without compromising on style and tradition," says Angie Cursley.

Married in November last year, Amber Potter from Melbourne purchased half her wedding essentials on eBay.com.au, from the chair seat covers to the accommodation for her wedding night. Amongst the many great purchases she made on eBay, Amber bought a current season designer wedding gown for \$800, originally retailing at \$1800.

"Weddings are expensive and with a young family, it was important for me to stick to a realistic budget. I saved my family a lot of money by shopping on eBay without having to settle for anything less than perfect," says Amber.

Many couples are enjoying the convenience of a 24-hour marketplace that allows them to plan and shop for their wedding around their own schedules from home or the office, no matter where they live. For Sally Jacobson and her fiancé Cameron, the combination of full-time work, commitments to the Country Fire Service and

residing in rural South Australia, out of reach of many retail stores, have made the arduous task of planning a wedding all the more difficult.

“Living an hour outside Adelaide, there aren’t many stores in our local area that cater to weddings and we just don’t have the time to make a trip into town with our 5 year old son Hamish. Using eBay is so convenient – I can get everything I need when it suits me, without having to fit around the trading hours of retail stores,” says Sally.

-ENDS-

ABOUT EBAY

eBay (www.eBay.com.au) is Australia's leading online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 181 million registered users listing millions of items across more than 50,000 categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more. For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Security Centre on the home page.

For regular information on eBay facts and figures, safe trading information or to view eBay Australia media releases visit the eBay Australia Media Centre at:

<http://pages.ebay.com.au/aboutebay/media.html>

* Bride to Be ‘Cost of Love’ Survey 2004, hosted by “i-do.com.au”, sample size: 1,088.

** The Wedding Report, available on <http://www.theweddingreport.com>