



For Immediate Release

**eBay Hong Kong and Fun Multimedia team up
for Jacky Cheung's 2007 World Concert Tour**

Hong Kong, December 20, 2006 – eBay Hong Kong announced today that it will cooperate with Fun Multimedia Ltd to develop the official website and e-commerce platform for Jacky Cheung's 2007 world concert tour, which kicks off in Las Vegas in February 2007.

The official concert website will leverage eBay's online marketplace to offer up to 50,000 merchandise items for sale in a custom eBay Store, and include auctions for premium seats in each concert location. Fans can communicate with one another in the online community forum, or read the concert blog penned by Mr. Cheung.

"We're thrilled to support Mr. Cheung's world tour and showcase him to our global community of 212 million members," said Benjamin Grubbs, Marketing Director of eBay Hong Kong.

Fun Multimedia is among a growing list of companies and marketers that are leveraging eBay's popular auction marketplace for integrated marketing programs.

This agreement was brokered by the interactive agency iTh!nk. The company will work with eBay Hong Kong's product team on the official website design.

About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.