

4 May, 2007

SUPPORT WORLD FAIR TRADE DAY ON EBAY.CO.UK

Fair Trade on eBay.co.uk launches on 12 May

A large selection of leading Fair Trade brands in the UK are partnering with eBay.co.uk to launch a special 'Fair Trade on eBay' hub on 12 May 2007. The launch comes on World Fair Trade Day and showcases Fair Trade products to an audience of millions, providing a one-stop shop for a variety of ethically sourced items.

The eBay Fair Trade site (www.eBay.co.uk/fairtrade) is designed to draw attention to the abundance of Fair Trade items available, their quality, style and diversity. It will feature listings for items ranging from embroidered hand bags, hand crafted earrings and exquisite necklaces, to leather purses, funky t-shirts and beautifully detailed bangles.

Richard Kanareck, spokesman for eBay.co.uk, said, "The Fair Trade on eBay hub features some of the UK's pioneering Fair Trade brands alongside some of the newer players. Together they present an incredibly broad and enticing range of ethically sourced, Fair Trade products."

The demand for Fair Trade products is ever increasing, and the range of Fair Trade companies selling on the site demonstrates the sheer appetite for these:

Ethical superstores boasts an impressive range of Fair Trade and eco-friendly gifts from over 50 countries around the world.

Making an impressive range of stylish and affordable clothes for men, women, children and babies, **People Tree** is a pioneer of Fair Trade fashion.

Bishopston Trading Company was set up in 1985 to create employment in the South Indian villages. They sell a unique range of clothing for adults and children made from Fair Trade certified organic cotton. Products include bags, bedding, toys, gifts and accessories.

Shared Earth started life as a small shop in Goodramgate, York in 1986. From such humble beginnings, Shared Earth has blossomed to become one of the largest retailers and wholesaler of Fair Trade handicraft in the UK.

Traidcraft began in 1979 with a hand drawn catalogue featuring jute products from Bangladesh. The original company is a far cry from what Traidcraft is today – a company selling a range of beverages and crafts with an annual turnover approaching £20 million.

Gossypium - which is Latin for 'cotton' - is committed to supporting local farmers who grow organic cotton and carry out all of their production in Kutch, Western India. They have created a strong collection of organic cotton clothes for both adults and children alike, along with a range of bed linen.

Cafedirect is the UK's leading Fair Trade hot beverage company, producing 100% Fair Trade coffee, tea and chocolate drinks. With over 16 years of successful trading they have become a beacon in the Fair Trade market.

Working with the marginalised workers from a developing country, **WearFair** pride themselves in offering high quality jewellery at reasonable prices. WearFair work with those in need of more sustainable income and they insist on complete transparency in commercial dealings.

Hug is a fashion brand exclusively using premium and Fair Trade cotton for its diverse range. They are also the first company to have produced Fair Trade certified jeans for men and women.

The Fair Trade hub can be found at www.eBay.co.uk/fairtrade

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For further information please contact

The eBay press office team at Seventy Seven PR on 020 7492 0999 or email at ebay@77pr.com

About eBay: founded in 1995, eBay pioneers communities built on commerce, sustained by trust, and inspired by opportunity. eBay enables ecommerce on a local, national and international basis with an array of websites – including the eBay Marketplace, PayPal, Skype, Kijiji, Rent.com, DoorOne – that bring together millions of buyers and sellers every day.

- eBay.co.uk hit the 15 million users milestone in May 2006
- eBay.co.uk has achieved the ten million live listings landmark, meaning there are more than ten million items for sale on the site at any one time

The number of eBay.co.uk's unique visitors reached 14.2 million in December 2006*
eBay.co.uk's reach was 48.6% in December 2006* (reach is the % of all active internet users within that month that visited eBay.co.uk)

* Nielsen Net Ratings, December 2006