



News Release

eBay Selects Triad Retail Media to Drive End-to-End Display Advertising Solution

eBay and Triad to deliver innovative approach with more customized, relevant on-site advertising

SAN JOSE, Calif. – Jan. 27, 2011 – [eBay](#), the world’s largest online marketplace and a mobile commerce leader, today announced that it has selected [Triad Retail Media](#) to sell and manage all on-site display advertising for eBay.com and [eBay Motors](#). Under the agreement, Triad will provide end-to-end display advertising management to deliver more customized, relevant advertising on eBay that will better showcase eBay listings and enhance the customer experience for buyers and sellers on the site.

eBay and Triad will collaborate on an innovative approach to display ads that takes customers “beyond the banner” and engages them with new brand experiences that are complementary to the eBay experience:

- Banner advertising will be more customized, with category-specific content embedded directly into the ad so customers can view content without clicking off the site.
- eBay and Triad will also integrate new experiences from popular brands and cross-category “content centers” – sponsored landing pages on eBay that will highlight seasonally relevant and interactive content, and inspire new purchases through integrated merchandising with eBay listings.

“As eBay continues to focus on innovation and new ways for eBay shoppers and sellers to connect, we are driving even better experiences on eBay.com,” said Christopher Payne, vice president of eBay North America. “Our new agreement with Triad puts our customers front and center as we deliver more relevant, customized advertising content to them through Triad’s leadership in digital retail media.”

Triad’s custom display advertising approach will more uniquely address the needs of eBay customers and leading advertisers. As an industry leader in the display advertising space, Triad Retail Media will build on a deep understanding of audience needs to display relevant advertising to eBay customers based on the categories in which they’re interested and how they want to interact with eBay, and create new ways for leading brands to connect with eBay’s sellers and shoppers.

“We are excited to bring our custom retail media approach to eBay,” said Greg Murtagh, Triad Retail Media’s CEO. “The eBay community of users is going to see relevant and engaging content from the brands they love most, and brand advertisers are going to be able to connect in new ways with customers and prospective customers on eBay, the world’s largest online marketplace.”

About eBay Inc.

Founded in 1995 in San Jose, Calif., eBay Inc. (NASDAQ:EBAY) connects millions of buyers and sellers globally on a daily basis through eBay, the world’s largest online marketplace, and PayPal, which enables individuals and businesses to securely, easily and quickly send and receive online payments. We also reach millions through specialized marketplaces such as StubHub, the world’s largest ticket marketplace, and eBay classifieds sites, which together have a presence in more than 1,000 cities around the world.

For more information about the company and our global portfolio of online brands, visit www.ebayinc.com.

About Triad Retail Media:

Founded in 2004, Triad Retail Media (www.triadretail.com) is the market leader in creating, managing and operating online media programs for leading retailer and e-commerce websites. The privately owned company helps monetize online traffic via targeted advertising placements and content, partnering with Walmart, Toys“R”Us, CVS, Sam’s Club, Dell and other notable retailers. Triad Retail Media was included on the 2009 Inc. 500 list as one of the fastest-growing private companies in the U.S. Headquartered in Tampa, Florida, Triad Retail Media employs more than 250 people in six offices nationwide.

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