

# Mobile Phones and Clothing Brands Top First Quarter 2007 Spending at Australian Online Shopping Site OZtion

OZtion, Australia's second largest online auction site ([www.oztion.com.au](http://www.oztion.com.au)), has today announced their sales results for the first quarter of 2007.

The first quarter of 2007 delivered a record number of visitors and product sales for OZtion. With more than 1.4 million Australian visitors in March 2007, OZtion now has 140,000 registered members.

The top five product categories by sales revenue for March 2007 were: 1) women's clothing and accessories, 2) jewellery and watches, 3) mobile phones, 4) crafts, and 5) homeware and garden items. These top five categories accounted for 48% of items sold by value.

Philip Druce, Managing Director of OZtion commented, "We have seen a real transformation in the willingness of Australians to shop for fashion items online. Jewelry and designer brand women's clothing lines are flying off the shelves. We have more than a thousand specialty Australian online stores hosted within our main OZtion website, so there is a huge range of items on offer. You can now bargain hunt for clothing without ever needing to leave the comfort of your home."

The top homeware related product searches made by OZtion users in March 2007 included Carlton ware, desk, leadlight, plants, Noritake, Royal Doulton, sewing machine, lamp, Tupperware, Breville, Sunbeam, Miele, and espresso.

OZtion's online product listings have grown 178% in calendar year 2007, currently averaging 415,000 simultaneous items for sale.

Items listed for sale via OZtion are offered by businesses or individuals that have been security verified by OZtion's unique seller verification process. Seller verification is currently available for sellers based in Australia, New Zealand, the United Kingdom, and the United States of America.

Membership at OZtion is free. Anybody can join and purchase products. OZtion offers extensive online safety features, including in-depth identity verification measures.

## 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 Netquide magazine. Visit [www.oztion.com.au](http://www.oztion.com.au) for more information.

## Media Contact:

Sebastian Rice, Silverspan, 02 9959 1991, [seb@silverspan.com](mailto:seb@silverspan.com),  
[www.silverspan.com](http://www.silverspan.com)

## Contacts

Sebastian Rice  
+61 2 9959 1991  
[mailto: seb@silverspan.com](mailto:seb@silverspan.com)